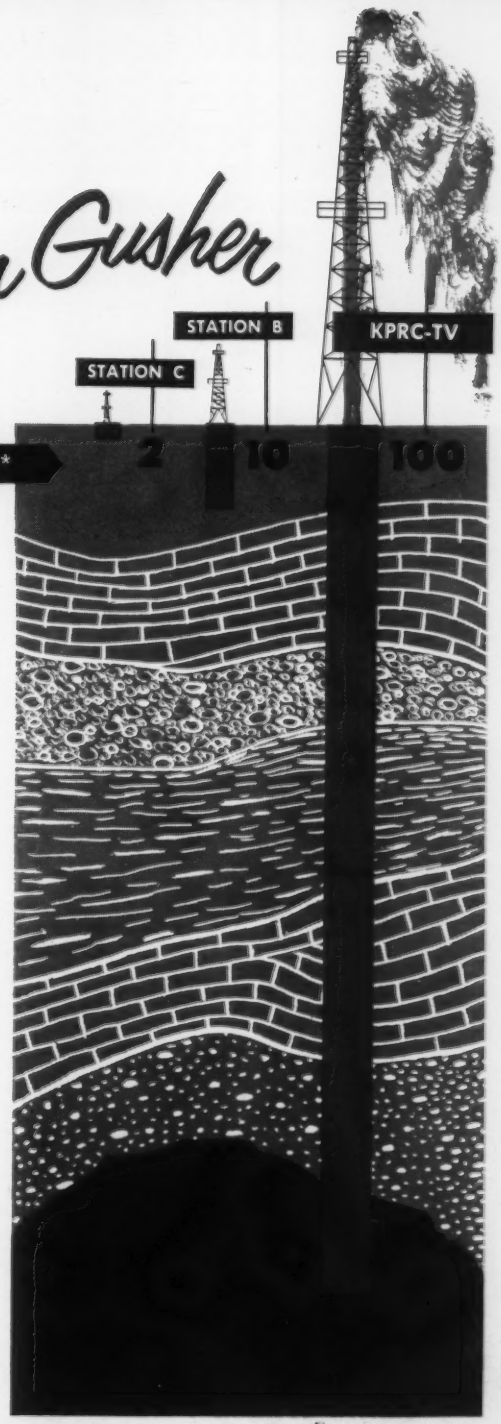
OCTOBER 3, 1955 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

KPRC-TV
hits a Houston Gusher



NIGHTTIME QUARTER-HOUR FIRSTS*

The overwhelming dominance of KPRC-TV in the Houston Gulf Coast area has been conclusively proved again. Latest ARB gives KPRC-TV a gusher of quarter-hour firsts that would put old "Spindletop" to shame.

Whether you are just now "spudding in" in the Houston market or reworking an old producer, you'll get bigger and better sales results by going with KPRC-TV . . . the one station that *really reaches the Houston Market.*

KPRC-TV

CHANNEL 2 HOUSTON

JACK HARRIS *Vice President and General Manager*

Nationally Represented by
EDWARD PETRY & CO.

*ARB—July 1955

24TH year

"Location*" can be important...

*We ought to know... there's a bank and a wine shoppe right next door.

But in Louisville...

WHAS-TV Programming pays off!

"SPORTRAITS"
10:45—10:55 P. M.
Monday through Friday
(Market's only complete evening sportscast.)

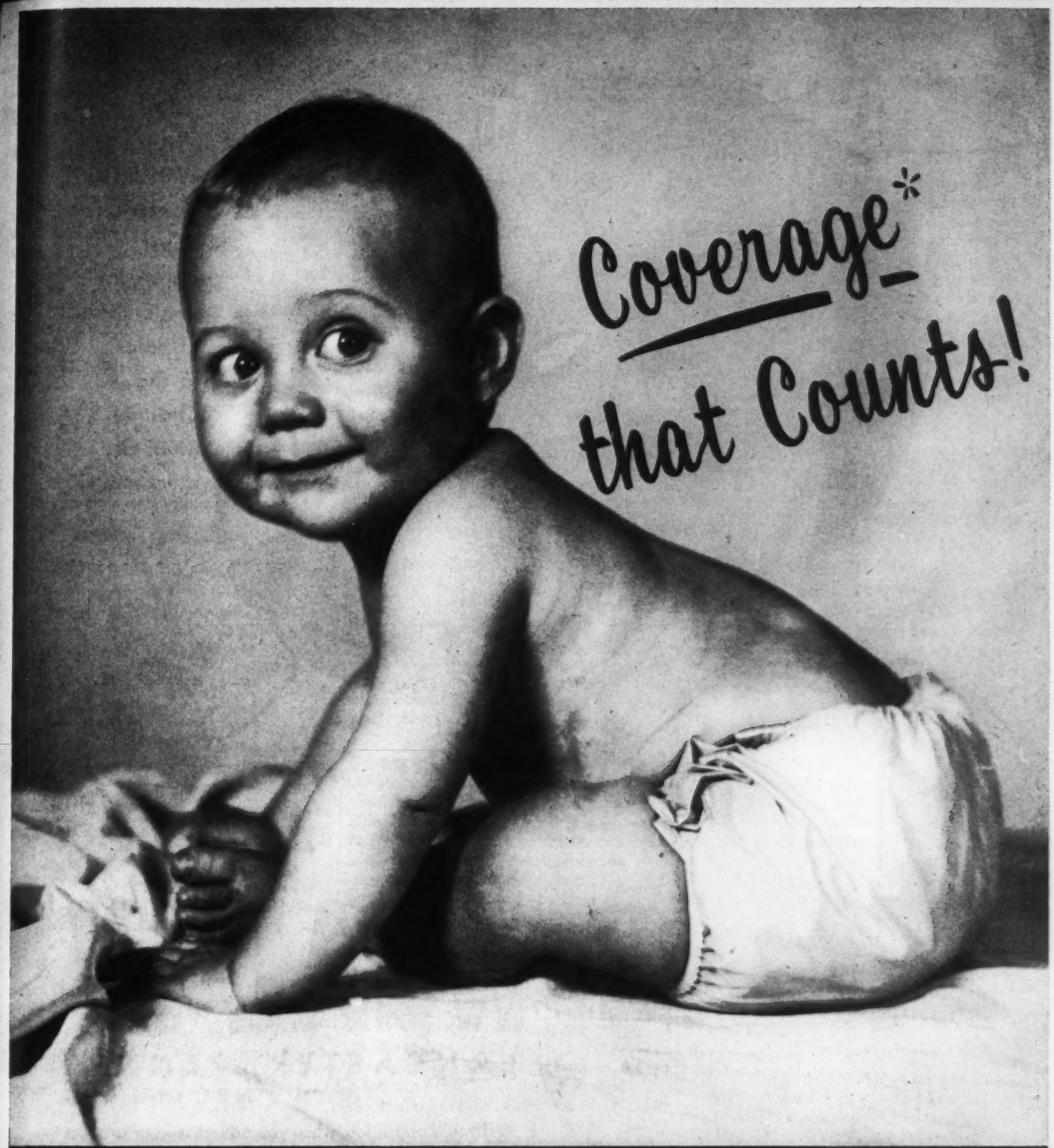
Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons,
Associated with The Courier-Journal & The Louisville Times

316,000 WATTS
WHAS-TV
Channel 11
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

Your Sales Message Deserves
The Impact of Programming of Character



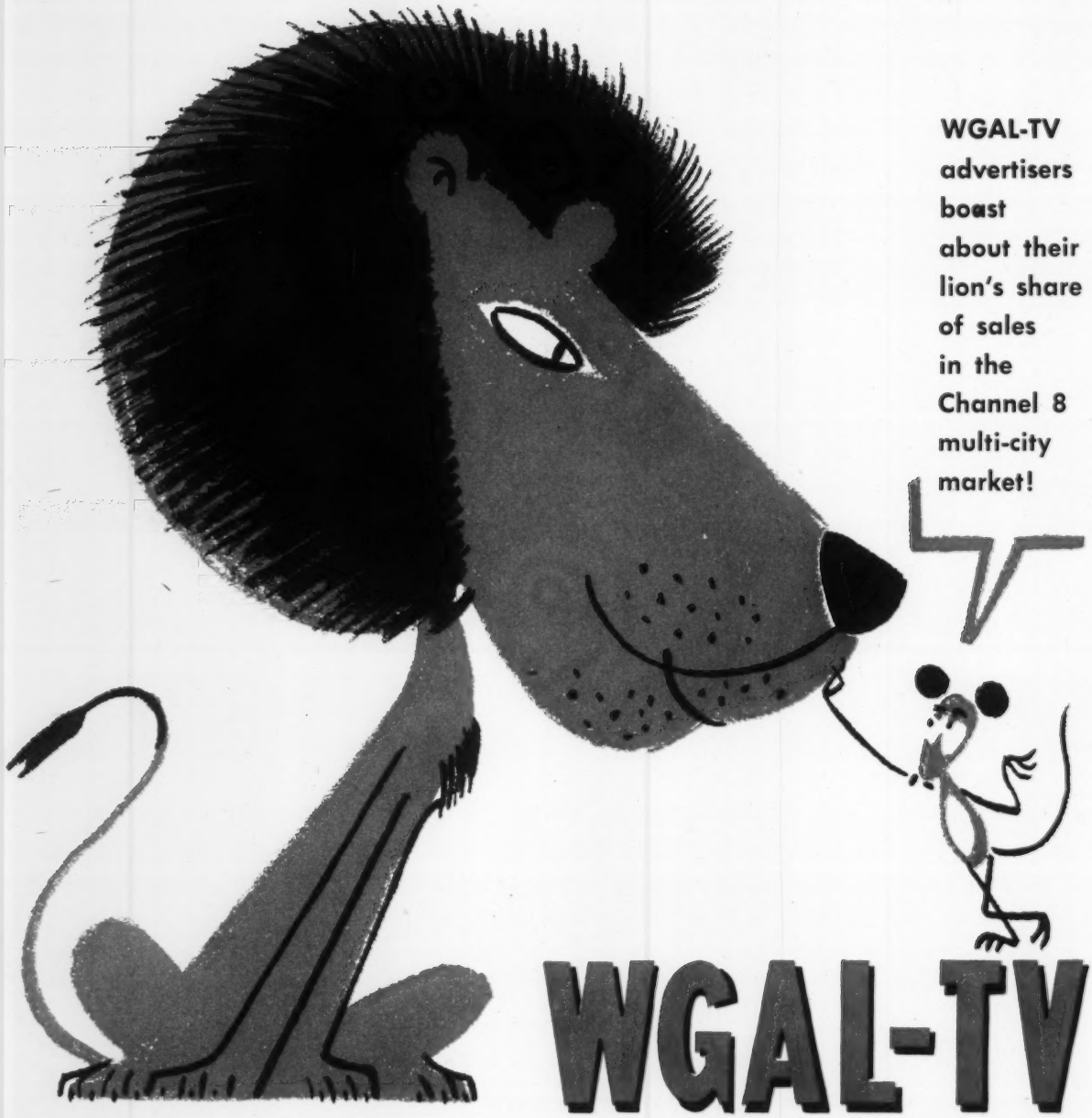
*108,000 UNDUPLICATED TV HOMES
IN THE TERRE HAUTE AREA

CBS - ABC

WTHI TV channel 10

Represented nationally by The Bolling Company — New York — Chicago

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WGAL-TV advertisers boast about their lion's share of sales in the Channel 8 multi-city market!

WGAL-TV

LANCASTER, PENNA.

NBC and CBS

And *you'll* boast, too, when you advertise your product on WGAL-TV—the one station that reaches the Channel 8 multi-city market. Here 3½ million people, who own 912,950 TV sets, spend $5½ billion annually. *You*, too, can get a lion's share of sales!

316,000 watts

STEINMAN STATION • Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York Los Angeles Chicago San Francisco

Channel 8 Multi-City Market

Harrisburg	Lebanon	Hanover	Gettysburg	Chambersburg	Waynesboro	Frederick	Westminster	Carlisle	Sunbury	Martinsburg
York	Reading	Pottsville	Hazleton	Shamokin	Mount Carmel	Bloomsburg	Lewisburg	Lewistown	Lock Haven	Hagerstown

closed circuit.

MISSED DEADINE • On eve of NBC's Oct. 1 target date for radio affiliate acceptance of revised affiliation contracts [B•T, Sept. 12], network still had approximately two-thirds of way to go for clean sweep. Officials reported Friday they had received signed contracts from 62 of their 197 stations, embracing acceptance of plan to extend controversial *Monitor* concept to weekdays, network sale of participations in additional nighttime programs, and 25% cutback in station compensation. Network definitely will go ahead with *Monitor* extension Nov. 7. Some participations sales already have been made. Officials said no stations had notified them they would refuse to sign new contracts and that those not yet heard from will now be objects of station-by-station missionary work.

B•T

FLORIDA Citrus Commission, Lakeland, has bought sponsorship of two radio strips (four times weekly) on Mutual, plus placing television spot campaign in 65 markets. Mutual strips are Storytime, *11:05-11:30 a.m., and mystery series, 8-8:30 p.m. (Tues., Wed., Thurs., Fri.) Tv shots started end of September for 52 weeks in some markets, will start Oct. 5 for 26 weeks in others. Agency is Benton & Bowles, New York.*

B•T

LIP AND EARS • First assignment handed former New York Giant Manager Leo Durocher after his signing by NBC last week (see story page 94) was to persuade close friend to appear on upcoming NBC-TV spectacular. Close friend: Clark Gable. Mr. Durocher left New York immediately for Hollywood, without waiting to see World Series.

B•T

STATION-owned Vitapix, formed originally as television film producing-distributing-selling group, may soon expand operations. Organization may develop into cooperative purchasing agency for other services and products in addition to film.

B•T

WHAT'S IN NAME? There's angle not mentioned in regional meeting talk about changing name of National Assn. of Radio & Television Broadcasters back to old National Assn. of Broadcasters. Some radio members fear they'll be lost as term "broadcasters" becomes more and more television word, and they want "radio" left in title. On other hand, one of original demands of tv stations when they were drawn into NAB fold several years ago was addition of "television" to corporate name.

B•T

MOVEMENT for separate "Radio Week" next year may develop out of unhappiness which reportedly is burning number of broadcasters who feel radio was given brush-off in this year's combined National Radio and Television Week celebrations. Common complaint is that radio got lip service in passing, while television got all the play. It's understood Radio Advertising Bureau has heard in this vein from member stations all over, has so advised Radio-Electronics-Television Manufacturers Assn. and NARTB, which co-sponsor annual event.

B•T

HOW TO GET ULCERS • CBS-TV Hollywood executives hung on cliff during Judy Garland debut (see IN REVIEW, page 14) when medic in wings had to doctor her throat each time she stepped off camera. Insurance against collapse of star would have cost prohibitive $100,000.

B•T

DREXEL HINES, ABC producer and director who is credited with ABC Radio's It's Time *series among others, reported as being tapped for new post of executive producer on radio network's new nighttime "personalized listening concept" of multi-segmented programs. Segments are to be interconnected in theme though separately contained.*

B•T

CLIP JOINTS • Tv operators who indulge clippings of musical "quickies" out of syndicated packages to build up their station libraries are the current gripe of some Hollywood film distributors. Because policing is impractical, distributors are seeking other means to curb pirating of material as well as damage to films.

B•T

THERE'S revived talk about copyright problems when doors are closed during NARTB regional meetings. Association officers say they're mere panel members at these private meetings and refuse to divulge nature of discussion, but it's known many stations are unhappy about money they spend for copyright protection. Incidentally, ASCAP radio contracts expire at end of 1958, tv one year earlier. Copyright discussions have been arising spontaneously at recent state association meetings.

B•T

BACK TO RADIO • Barkers Bros., major Los Angeles department store chain, returned to radio this year and is getting results. Using saturation technique, store's first quarter business was 21% over 1954 when no radio was used. Firm spends $1 million annually in advertising.

B•T

PACKARD cars, through Ruthrauff & Ryan, New York, is considering radio spot announcement campaign in addition to sponsorship of Tv Reader's Digest *on ABC-TV (Mon., 8-8:30 p.m.).*

BRITISH BUYING • There's no official word yet on volume of business under contract on Britain's new commercial television setup. Some idea of medium's potential can be gleaned from rate card of Associated Broadcasting Co. Ltd., one of four program contractors licensed by Independent Television Authority. If sold out at current rates, Associated would bill about $17 million annually. Associated produces weekend program service on existing London commercial station, will have weekday service on Birmingham station which goes on air in February.

B•T

SUBSCRIPTION television isn't going anywhere in Great Britain in foreseeable future. Informed opinion opposes it on grounds it would hurt British business and work against public interest.

B•T

MRS. LITVIN'S PLANS • When Fanney Neyman Litvin, doyenne of FCC hearing examiners, stepped down last Friday—after 30 years of government service, including FCC and its predecessor Federal Radio Commission—these were her plans: (1) Rest in Washington until first of year; (2) visit with brother in San Jose, Calif.; (3) "manage" unnamed radio station for about three months; (4) offer her services to Democratic National Committee for 1956 campaign. Mrs. Litvin refused to identify station she will manage, but it would not be surprising to see her acquire ownership interest in California station after 1956 election. She definitely will not practice law in Washington, she tells friends.

B•T

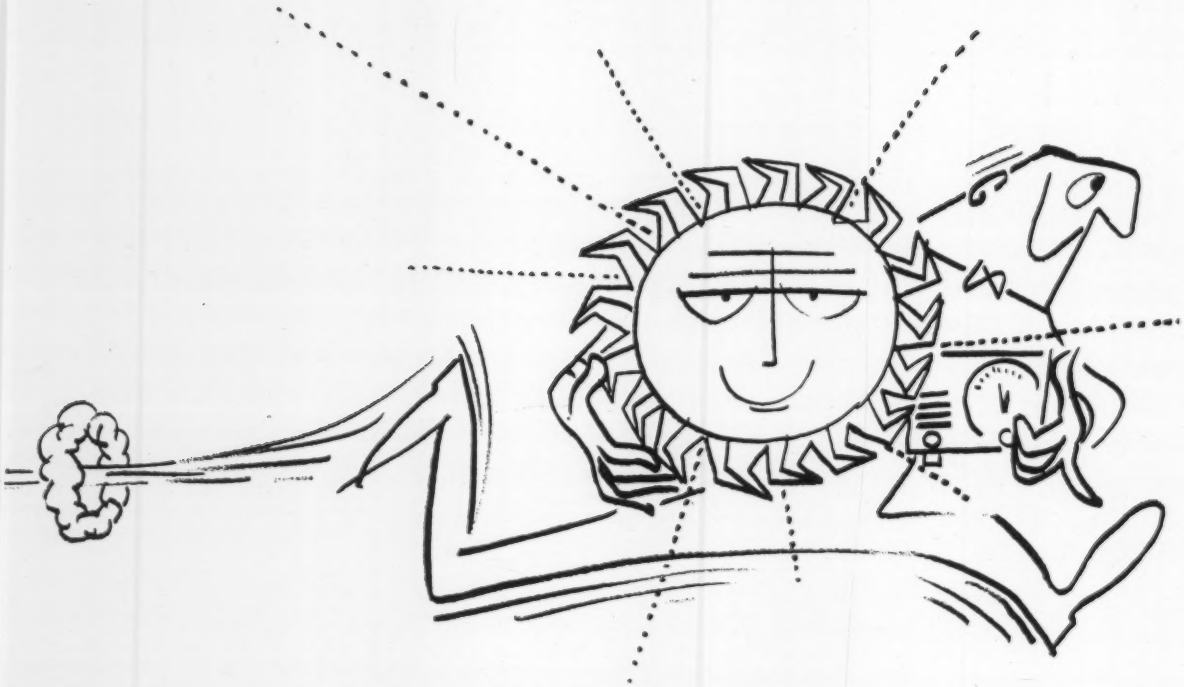
MARGARET HANLON, radio-tv traffic, will be promoted to timebuyer, succeeding Anne Small, who is retiring, at Scheidler, Beck & Werner, New York.

B•T

NO HURRY • Now it can be told. Last summer, when Congress was hastening toward adjournment, FCC Chairman George C. McConnaughey was under tremendous pressure by Senators and Congressmen to do something at once about uhf. He refused to be rushed into taking action for the sake of action, accepting full responsibility for any delay. "This is too important to rush," he said then. He still feels same way.

B•T

NBC-TV's Wide Wide World, *which went international in two directions (Canada and Mexico) in initial appearance last summer, plans to go another this fall. Arrangements reportedly have been made with Goar Mestre and his CMQ-TV Havana for pickups from there, employing airborne relays, for two or three* Wide Wide *shows.*



The feeling of **THE PULSE** is:
WHB is running away
with the Kansas City radio day

Every daytime quarter hour, Monday-Friday, PULSE finds WHB in first place. So does Hooper, so it's unanimous.*

PULSE and Hooper have WHB first in every daytime quarter hour. WHB has more than twice the audience of the second station. (All-day average Hooper: 44.9%) Mid-Continent programming, ideas and excitement have achieved this dominance for WHB! The same programming, ideas and excitement can achieve dominance for you! Run over the Kansas City situation with the man from **Blair**, or WHB General Manager **George W. Armstrong.**

**Pulse—July—August, Hooper—July—August*

WHB

10,000 Watts, 710 kc

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

at deadline

North Adv. Inc. Organized By Nathanson and Nathan

FORMATION of new advertising agency, North Adv. Inc., with offices in New York, Chicago and Beverly Hills, Calif., effective Dec. 1, and with Don Paul Nathanson and Cyrus H. Nathan as principal executives and Toni Products as nucleus of initial operation, was to be announced yesterday (Sun.). Overall advertising outlays of accounts are in neighborhood of $10 million.

Mr. Nathanson, formerly vice president of Weiss & Geller and onetime advertising director of Toni Co., will be president, and Mr. Nathan, recently vice president, Biow Co., executive vice president. Bruce Dodge, radio-tv director, Weiss & Geller, is vice president and member of agency's management committee, in charge of New York and Los Angeles offices. Mr. Nathan was creative head on Philip Morris at Biow and once worked on American Tobacco Lucky Strike and Pall Mall accounts.

North agency will start with Toni accounts and add others, as well as personnel, Mr. Nathanson said. Among other key executives: Roger Moran, formerly Young & Rubicam, creative director; Frank Higgins, New York production head (under Mr. Dodge); Walter N. Hiller, formerly Weiss & Geller and radio-tv manager of Toni Co., Beverly Hills office chief; George Gruenwald, former Toni brand and advertising manager, head of Deep Magic, Tonette and Curler creative group. James Mackin, Bennett Cooper and Richard Sachse named account executives in Chicago.

Agency to maintain offices at 430 N. Michigan Ave., Chicago; 6 E. 45th St., New York, and 9533 Brighton Way, Beverly Hills. Other offices will be announced later.

Ziv Organizations Open New Office in Chicago

ZIV organizations have opened new office in Chicago (McGraw-Hill Bldg., 520 N. Michigan Ave.) with Alvin E. Unger, vice president in charge of radio sales of Frederic W. Ziv Co. since 1947, in charge there for both radio and tv activities of Ziv organizations (Frederic W. Ziv Co., Ziv Television Programs and World Broadcasting System), John Sinn, president of Ziv Television Programs, announced Friday.

Mr. Sinn said Ziv, because of more than $650 million total advertising billings originating from Chicago's more than 600 agencies, was reversing what he called trend of radio-tv programming and sales to move out of city. Ziv's move into full-fledged business in Chicago necessary to handle steadily increasing purchases of its tv and radio programs and properties by advertisers, agencies and stations in area, Mr. Sinn said.

Mr. Unger, with Ziv 17 years, will supervise national, regional and local tv program activity, radio programs and WBS properties. Frank O'Leary, Ziv Tv film account executive who covered territory out of Chicago past three years, will head staff with additions to be made shortly. Ben Philley, manager of sales promotion and assistant national radio sales manager, succeeds Mr. Unger as national radio sales manager, Mr. Sinn said.

PRUDENTIAL'S 80th

PRUDENTIAL Insurance Co. of America will use special broadcast on ABC Radio Oct. 13, 11-11:30 a.m. (EDT), to celebrate its 80th birthday. John Daly and Prudential President Carroll M. Shanks will conduct program that will feature live pickups from six home offices of company. Calkins & Holden, N. Y., is Prudential agency.

Nelson Sees Need to Spread Tv to Peoples of World

SOMETHING "constructive" must be done to narrow gap that exists between world's 2.4 billion people and "appallingly small" total of 44 million tv sets, James Nelson, assistant to NBC President Sylvester L. Weaver Jr., told tv and film officials of 20 nations at United Nations' sponsored 11-day conference which ended Friday in Tangier, Morocco.

Mr. Nelson proposed vast effort to expand tv service throughout world as means to better international understanding. Goal should be sufficient numbers of receivers and transmitters for all world's peoples, he said at UN Educational, Scientific & Cultural Organization's conference called "to encourage international cooperation between motion pictures and television." Government and private enterprise in each country could work together on such project, he said, noting cultural efforts of American tv and citing as example NBC-TV's techniques of inserts, pre-emption and full-series programming in its "Enlightenment Through Exposure" policy.

Allen Signs Long NBC-TV Pact

STEVE ALLEN, star of NBC-TV *Tonight* show (Mon.-Fri., 11:30 p.m.-1 a.m. EDT), signed to long-term contract by NBC. Network spokesmen meanwhile said that Mr. Allen's repeated requests to move *Tonight* origination point from New York to Hollywood are under consideration but that no decision will be made before first of year.

Herbert Akerberg Injured

HERBERT V. AKERBERG, CBS-TV vice president in charge of station relations, who is recuperating at Roosevelt Hospital, New York, from leg injury suffered while alighting from taxicab in front of his Park Ave. apartment Sept. 24, expected to be released in about week. Mr. Akerberg's leg, which was broken, has been in cast since accident.

WCYB ROBBED

THIEVES broke into transmitter building of WCYB Bristol, Va.-Tenn., in early hours Friday morning, stole spare tubes and other gear, apparently tried to rip up copper ground screen. Losses valued at several hundred dollars for tubes, plus labor of repairing ground wires.

• BUSINESS BRIEFLY

LIPTON SPOTS • Lipton Tea Co., N. Y., preparing spot announcement campaign to run for four weeks in 35 television markets, effective Oct. 10 for Lipton soup mixes. Company also is preparing limited radio spot announcement campaign in 15 markets, also effective Oct. 10 for four weeks, and in addition will participate starting Oct. 10, on *Houseparty* on CBS three times weekly on radio portion and three times weekly on tv, for six weeks. Agency is Young & Rubicam, N. Y.

B-M NAMES BBDO • Bristol-Myers Co. names BBDO, N. Y., to handle new flouride dentifrice, Sentry. It is using tv in test market.

SSS RADIO DRIVE • SSS Co., Atlanta, preparing saturation radio spot announcement campaign to break in January covering 30 states in South and Midwest. Day, Harris, Mower & Weinstein, Atlanta, is agency.

JUNKET TEST • Junket Quick Fudge and Frosting Mix, N. Y., running test for three weeks starting Oct. 13 in three radio markets through Sullivan, Stauffer, Colwell & Bayles, N. Y.

FOOD FIRM ON RADIO • American Home Foods, for Chef-Boy-Ardee pizza pie mixes, preparing radio spot announcement campaign to start Oct. 10 in 45 markets and use Thursday, Friday and Saturday morning time for ten weeks. Young & Rubicam, N. Y., is agency.

PARVEX CLEARING • William Douglas McAdams advertising agency, N. Y., clearing radio spot availabilities for campaign in Midwest for Parvex, product used to rid hogs of worms. Agency is interested in early morning programs. No starting date has been determined.

COLLEGE SERIES • P. Lorillard Co., N. Y., to sponsor 15-minute transcribed *Old Gold Time*, starring songstress Jill Corey, over 20 college stations starting today (Mon.) through end of academic year. College Radio Corp., national representatives for college stations, produces show. Lennen & Newell, N. Y., handles account.

Heart Specialist on 'Today'

HEADLINE-making interview with Dr. Paul D. White, noted Boston heart specialist who flew to President Eisenhower's bedside in Denver last week after latter stricken, came Friday when Dave Garroway, in special two-way audio-video feed for NBC-TV's *Today* asked Dr. White's opinion about Ike running for second term. Dr. White replied that President's future condition would have to be considered before decision reached but that if he were President, after seeing strain of job, he would not care to run again. He also said President's golf and other outdoor activities had nothing to do with coronary attack, and that President's early treatment was exactly what he would have done if he had been on spot then. Interview handled through facilities of Westinghouse Broadcasting Co.'s WBZ-TV Boston.

M DITH *Radio and Television* STATIONS

affil Better Homes and Gardens and Successful Farming magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

at deadline

NBC-TV WORKING ON $100,000 DETAILS; DENIES TRYING TO LURE '$64,000' SERIES

NBC-TV's new *Big Surprise* quiz program that will offer cash prizes up to $100,000 to winning contestants has format so complicated that as of last Friday program's staff still grappled with details like: How many questions should it take for contestant to hit jackpot (probably 10 or 12 questions) and how much should home viewer, who is called by phone, share in winnings?

Up to 150 million people—or nearly entire U. S. population—may be eligible to share in mathematical chance of being called upon to take part. Some of program's ingredients: Contestant appears on program at suggestion of "reporter" on basis of some unusual act (kindness, generosity or heroic deed), answers questions based on contestant's own life, family or interests; when past first four, contestant can stick on show and receive assistance.

International Business Machine's "electronic brain" will have cards—some 180,000 to start but capable of handling 150 million—bearing name and personal characteristics of participating home audience. When contestant cannot answer but passes four-question hurdle, "brain" sorts card of person who has similar characteristics as contestant.

This home viewer is called, giving contestant chance to recoup status on road to $100,000. Sponsors of *Big Surprise* (Sat., 7:30-8 p.m. EDT, beginning Oct. 8) are Speidel Co., through Sullivan, Stauffer, Colwell & Bayles, and Purex Co., through Weiss & Geller, on alternate weeks. Producer is Louis G. Cowan Inc., also producer of CBS-TV's *$64,000 Question*.

NBC-TV Denies 'Lure' Charge

NBC-TV not only did not offer free time to Revlon products in effort to lure Revlon's top-rating *$64,000 Question* from CBS-TV, but it also made no specific offer at all and, last Friday morning, rejected offer originated by Revlon, NBC spokesman reported Friday. Reiterating earlier denials of offer of bonus time [B•T, Sept. 26; also see story page 55], spokesman said, "There's not a word of truth in the statement that we made or authorized any offer, either written or oral."

He said NBC-TV heard program was "a free ball" and "naturally entered into discussions" but made no specific proposals, and that Revlon representatives themselves approached NBC last Wednesday with terms on which they'd be willing to move *$64,000 Question* to NBC-TV. NBC notified them Friday morning it was not interested, he asserted.

Economic Injury to Am Back of Louisiana Protest

INCREASED attention of FCC and broadcasters to economic potential of market to support am stations was spotlighted again Friday by James A. Noe (KNOE Monroe, La.) who protested new am grant for West Monroe on grounds of economic injury. Mr. Noe told FCC grant to Howard E. Griffith for 1310 kc, 1 kw day would add fourth station to Monroe-West Monroe market.

Citing decline in national advertising revenues since tv's advent, Mr. Noe said economic factors have made existing three Monroe outlets "absolute optimum" number of radio stations that can profitably exist in market area. He said KNOE in 1954 calendar year lost $28,376 and through end of August it shows net profit of only $3,955, despite stringent operating economies. Commission currently has cases pending to determine weight of economic potential issue [B•T, Sept. 12].

Fringe Tv Methods Explained

HOW community television systems can bring tv to fringe areas was explained to Sens. Warren G. Magnuson (D-Wash.) and Wayne Morse (D-Ore.) by members at Pacific Northwest Community Tv Assn. and National Community Tv Assn. meeting in Walla Walla, Wash. Both senators expressed interest in methods of extending tv service into "white" areas of Northwest. Meeting also discussed plans to ask FCC to permit community system owners to establish their own microwave relay systems to bring large city tv signals to smaller, wired communities [B•T, Sept. 26]. NCTA's western regional conference is scheduled for Oct. 25-26 at Colorado Springs, Colo.

Tv Film Union Sessions

PROSPECT that writers for television films may strike if they do not gain their new contract demands appeared late last week as Writers Guild of America, both East and West, scheduled special New York and Hollywood meetings of television branch next Friday night. Network negotiations began Sept. 7 in Hollywood and lasted until Sept. 20 when network representatives said they had to return to New York for home office conferences, WGA stated.

UPCOMING

Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 3-7: AIEE Fall General Meeting, Morrison Hotel, Chicago.
Oct. 3-7 Society of Motion Picture & Tv Engineers Convention, Lake Placid Club, Essex County, New York.
Oct. 7-8: Ohio Assn. of Radio-Tv Broadcasters Fall Convention, Deshler-Hilton Hotel, Columbus, Ohio.
Oct. 7-8: Third Dist. AFA Convention, Sedgefield Inn, Greensboro, N. C.
Oct. 7-9: National Adv. Agency Network, western meeting, Dayton, Ohio.
Oct. 7-9: N. Y. State Chapter of the American Women in Radio & Tv, fall conference, Mark Twain Hotel, Elmira, N. Y.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 8: Texas Chapter of the American Women in Radio & Tv, annual meeting, Fredonia Hotel, Nacogdaches, Tex.

For other Upcomings see page 104

PEOPLE

FRANKLIN C. SNYDER announced resignation Friday as managing director of WXEL (TV) Cleveland. He has managed station since it was put on air in December 1949. Station was acquired last year by Storer Broadcasting Co.

RAY BAKER resigns as vice president and commercial manager of KOMO-AM-TV Seattle Nov. 1 after 10 years with station. Station General Manager **W. W. WARREN** names **BILL HUBBACH** as KOMO-TV sales manager, and **KING MITCHELL** as KOMO radio sales manager.

EDWARD CODEL, vice president and director of The Katz Agency, elected to board of directors of Station Representatives Assn., filling unexpired term of **GEORGE BRETT,** retired vice president of Katz. Mr. Codel also was appointed to head SRA committee on trade practices.

OTTO PAOLONI promoted to service manager of Pathe Labs Div. of Chesapeake Industries Co., N. Y., replacing **JOSEPH TAMES** who will assume new duties with Pathecolor Inc., amateur color still film process subsidiary of Pathe Labs.

Elan-Porter Signs Pact

FORMAL association between Elan-Porter Productions Inc., New York, producers of industrial films and tv commercials and features, and Najelski & Co., New York, management consultants, was announced jointly by two firms last Friday. Though each company will retain complete autonomy, each will function in its own sphere toward mutual objectives, with Elan-Porter operating as film producing adjunct and consultant on film to Najelski & Co., and latter firm serving as business consultants to Elan-Porter.

Yuma Tv Application Filed

APPLICATION for ch. 13 Yuma, Ariz., filed Friday by Wrather-Alvarez Broadcasting Co. (KFMB-AM-TV San Diego), proposing 26.7 kw visual power, 618 ft. antenna height, $320,-200 construction cost. Applicant owned 38.89% each by Jack I. Wrather and Maria Helen Alvarez, former owners of KOTV (TV) Tulsa, and 22.22% by Edward Petry & Co. (station representative). Mr. Wrather holds grant for ch. 44 WJDW (TV) Boston and is one-third owner of Lone Ranger Inc. Mr. Wrather and Miss Alvarez each own 50% of applicant for Corpus Christi, Tex.

ABC Film Acquires Series

ABC Film Syndication has acquired distribution rights to *The Three Musketeers*, filmed in Italy by Thetis Films, for sales availability as of January 1956, ABC Film officials announced Friday. Series to be shown in 26 half-hour programs.

RCA Victor Names Bannon

NAMING of Joseph P. Bannon, field sales manager, RCA Victor Television Div., to post of general sales manager is being announced today (Mon.) by Charles P. Baxter, general manager. Mr. Bannon succeeds Raymond W. Saxon, whose appointment Friday as manager of RCA's northeastern region, with headquarters in Boston, was announced by M. F. Bennett, director, RCA regional operations. Mr. Saxon succeeds R. M. Macrae, who becomes vice president in charge of distribution for RCA Victor Co. Ltd., Montreal.

the week in brief

TIME'S A-WASTIN'

Daylight time snarl is costing advertisers and broadcasters innumerable headaches and considerable cash . . 27

THE TOP 100 ADVERTISERS

of the radio-tv networks, plus data on their spending in other media 28

WHAT THEY BOUGHT IN JUNE

PIB figures on network advertisers for that month, plus the first-six-months tabulation 30

HOW TAPE WILL HELP SPONSORS

Rodney Erickson of Y&R says it will solve tv-scheduling problem. He outlines ingredients for effective selling 32

QUICK CHANGE ON TV

A B•T Picture Story backgrounds Philip Morris commercial introducing new cigarette package 35

THE SINCEREST FLATTERY

Local versions of NBC 'Monitor' program are cropping up across the country—and they're selling 44

THAT FIRST LOOK AT TV

U. S. demonstrations overseas boost the American way 48

HOW MANY SETS ON FARMS?

Another installment in B•T's continuing report on census figures on tv ownership. This issue: Iowa, New Jersey, Rhode Island and Tennessee 50

FILM SUIT MAY CALL SARNOFF

RCA-NBC chief likely to appear in 16mm case on West Coast. CBS' Stanton also possible witness 58

NO. 3: NEW ORLEANS

Third NARTB regional meet hears plea for self-discipline 60

MACK WANTS COOPERATION

Newest FCC commissioner says industry should find own solutions and pass them up for approval 62

LET CONGRESS DO IT

That's the growing sentiment at FCC on perplexing allocation problems . . 87

A FROWN FOR TALL TOWERS

Industry-government unit recommends stricter controls on over-500 ft. structures 72

THE MONTHLY TELESTATUS

B•T's report of tv network shows and stations on the air. Tear it out for reference—the pages are perforated 83

SHAW HEADS CBS RADIO SALES

West Coast executive replaces Faust as network sales manager. West gets CPRN post 93

AMERICAN PLAN FOR JOHN BULL

British commercial tv settles into regular programming. They're converting at a fast pace 99

departments

Advertisers & Agencies 28	For the Record 105	On All Accounts 22
At Deadline 7	Government 71	Open Mike 18
Awards 98	In Public Interest 101	Our Respects 20
Closed Circuit 5	In Review 14	Programs & Promotion 102
Colorcasting 55	International 99	Stations 80
Editorial 114	Lead Story 27	Telestatus 83
Education 98	Manufacturing 96	Trade Assns. 60
Film 58	Milestones 104	Upcoming 104
	Networks 93	

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THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues. $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

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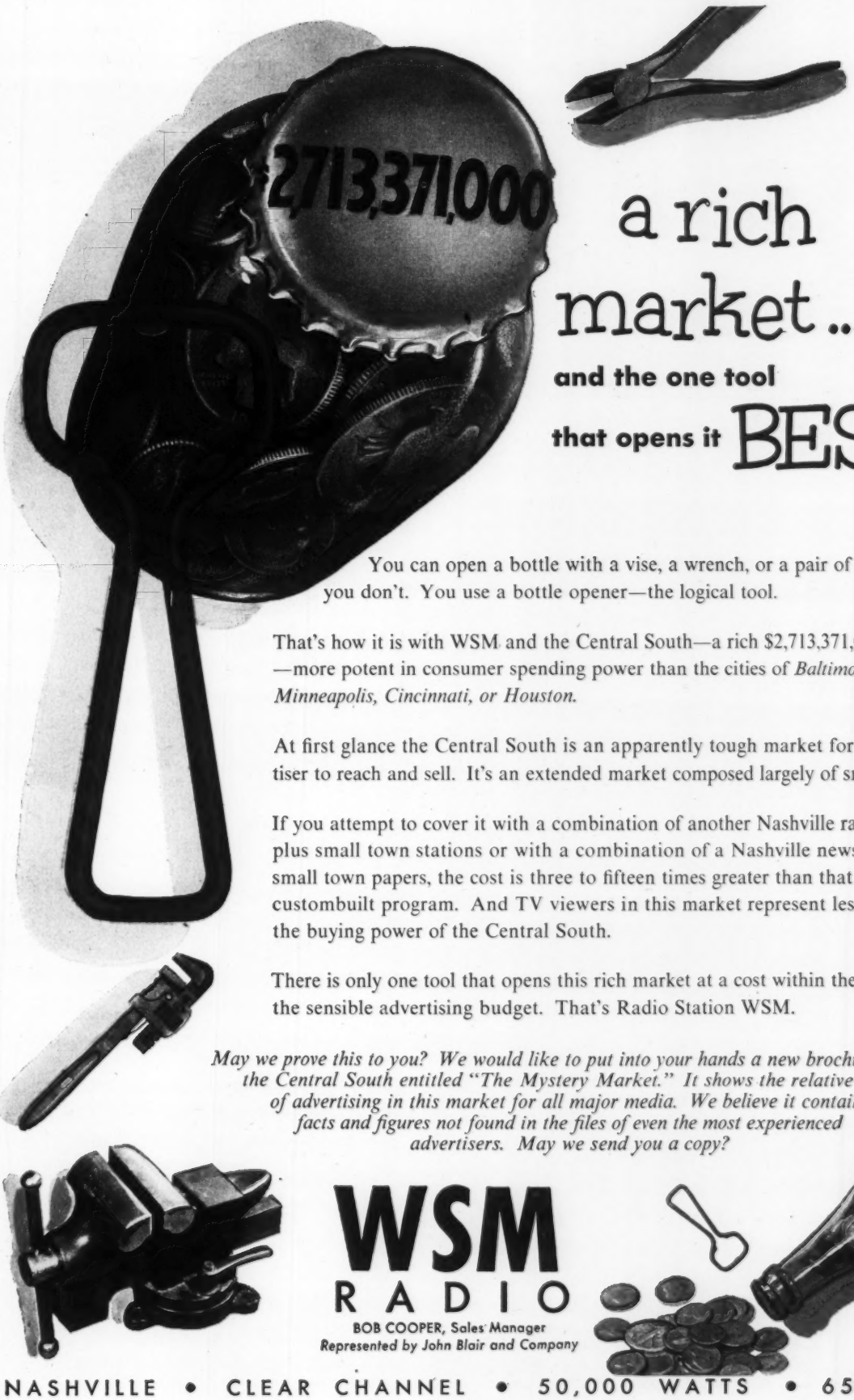


a rich market...

and the one tool that opens it BEST!

You can open a bottle with a vise, a wrench, or a pair of pliers. But you don't. You use a bottle opener—the logical tool.

That's how it is with WSM and the Central South—a rich $2,713,371,000 market—more potent in consumer spending power than the cities of *Baltimore, Buffalo, Minneapolis, Cincinnati, or Houston.*

At first glance the Central South is an apparently tough market for the advertiser to reach and sell. It's an extended market composed largely of small towns.

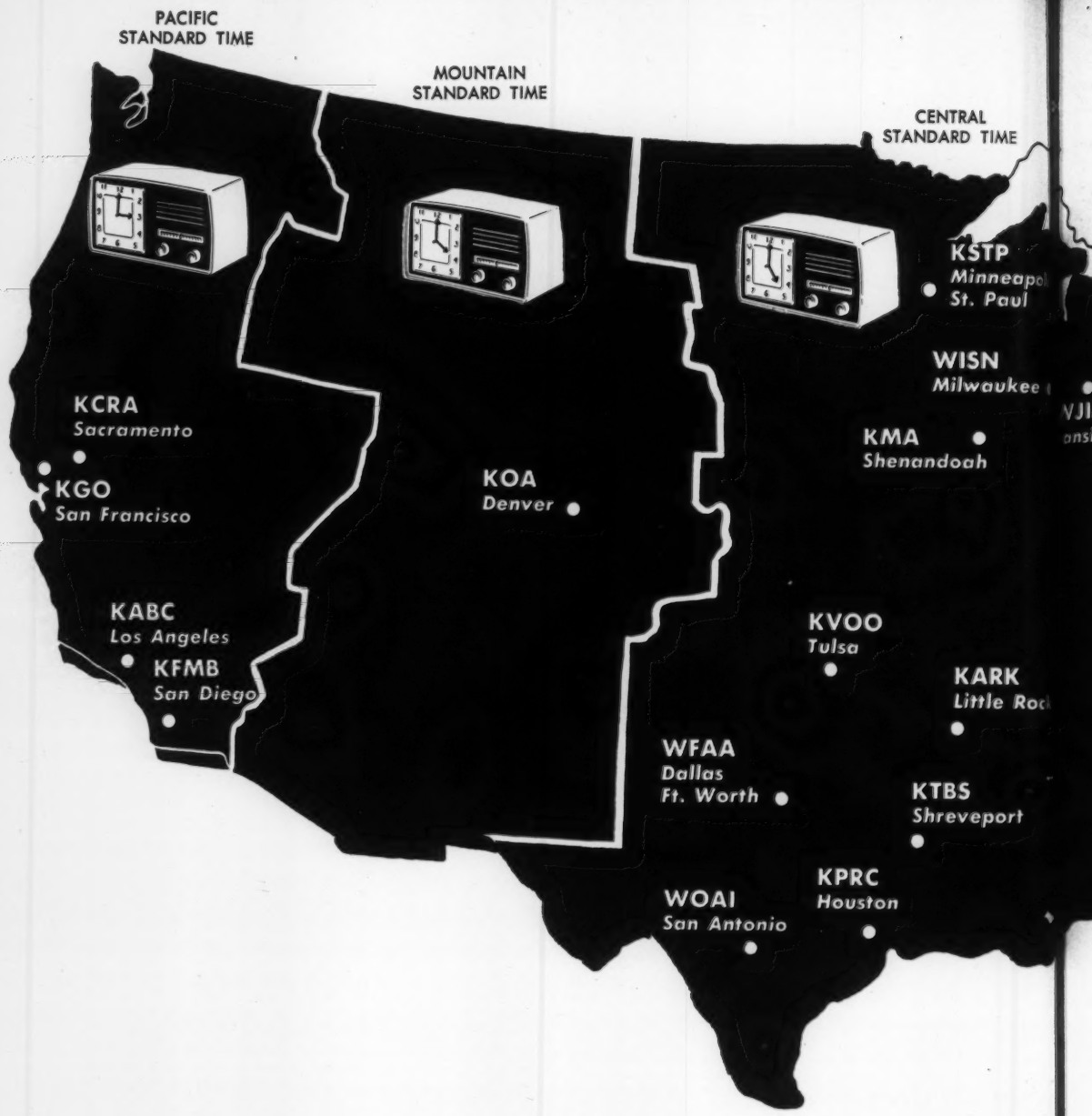
If you attempt to cover it with a combination of another Nashville radio station plus small town stations or with a combination of a Nashville newspaper and small town papers, the cost is three to fifteen times greater than that of a WSM custombuilt program. And TV viewers in this market represent less than half the buying power of the Central South.

There is only one tool that opens this rich market at a cost within the bounds of the sensible advertising budget. That's Radio Station WSM.

May we prove this to you? We would like to put into your hands a new brochure about the Central South entitled "The Mystery Market." It shows the relative costs of advertising in this market for all major media. We believe it contains facts and figures not found in the files of even the most experienced advertisers. May we send you a copy?

WSM
RADIO
BOB COOPER, Sales Manager
Represented by John Blair and Company

NASHVILLE • CLEAR CHANNEL • 50,000 WATTS • 650 K C



WSB	Atlanta	NBC
WFAA*	Dallas Ft. Worth	NBC ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC

WISN	Milwaukee	CBS
KSTP	Minneapolis St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
KCRA	Sacramento	NBC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS

KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

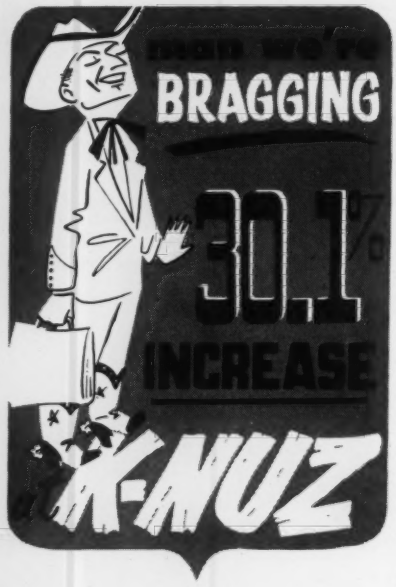
radio-active sunrise

Across the country, from Montauk to Malibu, people "rise 'n' shine" with the Radio-Active Sunrise.

Millions of people wake up at the same hour-on-the-clock but, actually at different times because of time zones. When it's 6 a.m. along the East Coast, it's hours earlier out West.

Wherever they live, whatever time their radio-alarm gently nudges them out of the land of nod, and into the activities of their day, people arise to the music, news, weather, and time reports of their favorite local station.

Advertisers, wide awake and alert to the "big sell" of Radio-Active Sunrise, use Spot Radio in the markets of their choice, and at the exact clock hour of their decision, to turn early morning listeners into regular customers.



THAT'S RIGHT! K-NUZ HOUSTON during the first 6 Months of 1955 has increased its billing 30.1% over the same period in 1954.

WHERE is this increase coming from? FROM OUR HOME TOWN . . . Yes, our biggest increase is locally, WHERE PEOPLE KNOW **THEIR** STATIONS **BEST.**

Write For

"OPERATION TIN HAT"

(our FREE Survey on Houston's tremendous Industrial Market)

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

K-NUZ

Radio Ranch

Houston's 24 Hour Music and News

NAT'L REPS.— FORJOE AND CO.

IN HOUSTON, CALL DAVE MORRIS

JAckson 3-2581

IN REVIEW

FORD STAR JUBILEE

ACCORDING to the audience reaction at the Hollywood press viewing of this CBS-TV colorcast, the "It's a Ford" cartoon station break by Storyboard Inc. was a much better show than Judy Garland's television debut on *Ford Star Jubilee*, Sept. 24. All that was expressed for Miss Garland was nostalgic sympathy.

But Miss Garland deserves considerable credit for upholding the best tradition of showbusiness. The show did go on in spite of her hoarse throat, a slow pace and considerable repetition. She bravely stuck it out to the last gasp of her theme song, "Over the Rainbow," when many undoubtedly prayed to help her make it. For Judy Garland fans, the show was a milestone. For the rest of us, it proved that the transition from the old medium of movies to the new one of tv demands more than a one-woman recap of songs from the good old days. Even a movie has a plot.

If the camera work and lighting in the close-ups and major production numbers of this show are indicative of what may follow in the other nine color spectaculars scheduled by Ford, the series will be worth calling in your friends to see. Color tv can be as effective as a big movie musical—right in the living room.

Host David Wayne valiantly helped breathe a little life into the show when it dragged the most and the comedy quintet, the Goofers, particularly the masked drummer sequence, provided a welcome laugh relief. The youthful Japanese songstress, Mitsuko Sawamura, was pleasing. The Escorts, dancing chorus, were relegated to the background by repetitive introductions for the star.

Production cost: Approximately $300,000.

Sponsored by Ford Motor Co. through J. Walter Thompson Co. every fourth Saturday, 9:30-11 p.m. EDT, on CBS-TV in color and black-and-white.

Star of Sept. 24 premiere: Judy Garland. Cast: David Wayne, Mitsuko Sawamura, The Goofers, The Escorts.

Producer: Sid Luft; production advisor: Ralph Levy; associate producers: Paul Harrison, Bernie Gould; musical conductor: Jack Cathcart; writer: John Tackaberry; choreographer: Miriam Nelson; set designer: Robert Tyler Lee.

IT'S A GREAT LIFE

THAT unrestrainable trio of mugging Happy Hooligans—Denny, Steve and Earl, backstopped by the frequently exasperated but always lovable Amy—is back on the NBC-TV fall-winter schedule, with the clear intent of delivering fresh assaults on the funnybones of their loyal viewers.

While the plots are stock and run thin, the characterizations run deep and true through the "misadventures" of Denny and Steve, two ex-GIs; Amy Morgan, the widow who boards them out in her Los Angeles home, and her hopelessly helpless and gullible brother, Earl, to whom work is a horrible thought and unemployment a desirable state of life.

Michael O'Shea, William Bishop and James Dunn play their respective prototype roles (the high-pressure angler, the handsome straight man and the errant oaf) with evident relish in a series that must have been inspired by Jimmy Hatlo's "boardinghouse." Frances Bavier is excellent as Amy.

They seem as intent on kidding themselves as their viewers by way of proving "it's a great life" for one and all, including surely their writers.

Production costs: $35,000.

Sponsored by Chrysler Div. of Chrysler Corp. through McCann-Erickson Inc. on NBC-TV, Sun., 7-7:30 p.m. (EDT).

Cast: Michael O'Shea, William Bishop, James Dunn, Frances Bavier, Madge Blake and Pat Hardy.

Created, written and produced by Ray Singer and Dick Chevillat for Raydic Productions; director: Christian Nyby; associate producer: Tommy Greenhow; associate director: Thomas F. Kelly; director of photography: Lucian Androit.

Filmed at Hal Roach Studios.

FRONTIER

REYNOLDS METALS Co. was under the gun when it launched the *Frontier* western series on NBC-TV. It had to be doubly good to win forgiveness for the sponsor who had axed *Mr. Peepers*, the charming comedy which may not have sold a lot of aluminum but certainly sold itself to a loyal (though apparently small) following.

Happily for Reynolds, *Frontier* did well in its initial venture. In a realm of scripting noted for the stereotyped plot, it came up with something new. Writers Morton Fine and David Friedkin concocted a yarn about a nondescript, inept idler who was built into a gunman by the published (if inaccurate) stories of a bored newspaperman. The feat was accomplished without firing a shot. Then the "Paper Gunman" suddenly believed all the legend spun about him, and decided he'd just challenge an honest-to-goodness gunman and show who was top. He lost.

Production cost: $30,000

Sponsored by Reynolds Metals Co. through Buchanan & Co., New York, and Clinton E. Frank Inc., Chicago.

Broadcast on NBC-TV, 3 out of 4 Sundays, 7:30 to 8 p.m. EDT.

Executive producer: Worthington Miner; producer: Carroll Case.

Writers: Morton Fine and David Friedkin.

ADVENTURES OF ROBIN HOOD

THE Adventures of Robin Hood, magic words evoking dreams of merry adventures in the greenwood (and memories of boyhood attempts to re-enact them in the old orchard), bids fair to provide as many pleasant thrills on tv as in the dog-eared book.

Richard Greene is properly handsome and dashing as Robin, returned from the Crusades to find himself landless and, before the first installment is over, an outlaw.

Hannah Weinstein's adaptation of the old legend not only retains all the physical action needed to captivate the young, but adds such adult touches as the Sheriff of Nottingham's speech to Robin to the effect that: "You veterans are all alike. You go off to war of your own free will and when you come back you expect all sorts of favors."

Production costs: Approximately $32,000.

Sponsored alternately by Johnson & Johnson through Young & Rubicam and Wildroot through BBDO.

Broadcast on CBS-TV, Mon., 7:30-8 p.m.

Stars: Richard Greene, Bernadette O'Farrell, Ian Hunter and Alexander Gauge.

Producer: Hannah Weinstein; director: Ralph Smart; asst. director: Bernard Knowles; technical director: Gabriel Toune; art director: Peter Proud.

Packaged by Sapphire Films Ltd., England.

WARNER BROS. PRESENTS CASABLANCA

MOVIES, say the much-maligned inhabitants of the movie colony, are better than ever, but after

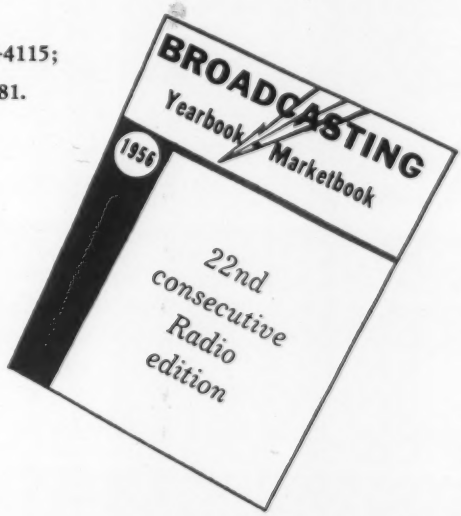
Sure . . .

. . . lots of things are more
important than the Broadcasting Yearbook.

But folks need the Yearbook *to find them.*

The Broadcasting Yearbook is radio's one-book library, and it's here to stay. The 22nd consecutive issue deadlines December 1. To assure your advertisement's correct position, make a reservation right now.

Regular B•T rates prevail. Phone*
Washington—MEtropolitan 8-1022;
or New York—PLaza 5-8355;
or Chicago—CEntral 6-4115;
or Hollywood—HOllywood 3-8181.



* or write Broadcasting • Telecasting
1735 DeSales St., N.W.
Washington 6, D. C.

different from anything ever developed for radio.

Whatever ladies want, ladies get on WEEKDAY. It's NBC's dramatic revitalization of Monday-through-Friday daytime radio programming. And it will be a new sales medium of the greatest importance to advertisers.

WEEKDAY's fascinating flow of entertainment, service and news features will be *timed specifically to the daily living patterns of the modern homemaker, and tailored to her tastes and interests.*

Hour by hour, day by day, WEEKDAY's regular hosts and hostesses will introduce prominent service and information editors, news commentators and performers. Entertainment will range over the whole gamut of music, comedy and drama. A stock company of versatile actors will perform every type of play, and WEEKDAY will have its own group of top popular singers. Nationally known experts will cover, *from the woman's point of view,* subjects like Child Care, Money Management,

PREMIERE, NOVEMBER 7th

"weekday"

Health and Medicine, Fashions and Beauty, Personal Relations, Show Business, Geriatrics, and Public Affairs. "Easy to listen to, easy to work to" will be the keynote of WEEKDAY programming.

Women will get to know the time-of-day of WEEKDAY features, and each feature will have a daily change of approach and treatment.

Just as MONITOR gave week-end radio a new significance for advertisers, so WEEKDAY will now add significant new values to Monday-through-Friday daytime radio. Availabilities consist of one-minute and 30-second announcements and 6-second billboards; and special savings are possible NOW through WEEKDAY's Introductory Dividend Plan.

Only 15 participations on WEEKDAY will deliver *71% more homes* than the same number of commercials can deliver with conventional daytime programming.

Make us prove it! Call your NBC Radio Representative for full details.

companion and counselor to America's women

exciting things are happening on

NBC radio network *a service of* RCA

PRIMARY COVERAGE
+
LOCAL COVERAGE
GIVES YOU
4 MILLION PEOPLE
1 1/4 MILLION FAMILIES
3 1/2 BILLION DOLLARS
Annual Retail Sales

If you're looking for a terrific buy for your client (most buyers are)... then buy Sunflower Network. Sunflower gives greater coverage at a lower unit cost, and...one buy... one billing means less work for you...saves you time and the client's money.

1 Buy-1 Billing
The SUNFLOWER NETWORK

KANS 5000 NBC 1480
WREN 5000 ABC 1250
KSAL 5000 MBS 1150
KVGB 5000 NBC 1590
KOAM 10,000 NBC 860
KGGF 10,000 ABC 690

viewing the first episode of the "Casablanca" series, the second of the *Warner Bros. Presents* trilogy (Tues., 7:30-8:30 p.m., EDT), we tend to react as in the case of the preceding week's "Cheyenne"—namely, why blame tv? Given enough time and more of this sort of fare, Hollywood will surely strangle itself on reels of television film.

"Casablanca" had every ingredient found in a bad "B" movie except the disclaimer which, though not necessary in light of the fact that ABC-TV said that only the title was borrowed, might have been considered a nice gesture: "any similarity between this and the 1942 movie starring Bogart, Bergman, Lorre and Rains was purely coincidental."

Considering the material the cast had to work with, the leads, Charles McGraw as Rick, Anita Ekberg as the girl-scientist and Marcel Dalio as Prefect Renaud, behaved perfectly respectably. The good Brothers Warner also saw fit to retain the original theme song: "As Time Goes By."

It certainly does . . .

Production costs: $64,000

Sponsored alternately by Liggett & Myers Tobacco Co. through Cunningham & Walsh and General Electric Co. through Maxon Inc., on ABC-TV, Tuesdays, 7:30 p.m., EDT

Host: Gig Young

Cast: Charles McGraw, Anita Ekberg, Marcel Dalio, Dan Seymour, Michael Fox, Clarence Muse, Alberto Morin, Ludwig Stossel.

Director: John Peyser; producer: Jerome C. Robinson; writer: David P. Harmon; director of photography: Harold Stine; art director: Perry Ferguson; film editor: Ben Ray.

JACK BENNY PROGRAM

THE PRIDE of Waukegan is back and it's suspected he has no intention of tampering with his time-tested formula for success. There's Dennis Day with childlike simplicity that always bests Jack; the nimble witticisms of Eddie (Rochester) Anderson which invariably trump Mr. Benny, and verbal repartee on the corpulence of announcer Don Wilson.

As always, Jack is the object of ridicule. He revives such topics as his "39 years of age," his entertaining ability and a personal conviction that he is not a cheapskate. Only the ancient Maxwell and ever-youthful Mary Livingston were absent from the first show.

This all adds up to kudos for the established talents of Mr. Benny and the deftness of his writers since these standing gags are refurbished and offered in such an entertaining manner. Perhaps the viewer won't roll on the living room floor in spasms of laughter, but he will find himself repeatedly chuckling for the solid half-hour.

Kudos, too, for the Lucky Strike commercials. They sell the theme of "They Satisfy" without lapsing into the goobledygook of medical claims or explanations of cigarette processes with names and machines that well might have been swiped from the technical files of *Space Cadet.*

Production Cost: Approximately $46,000

Sponsor: American Tobacco Co., through BBDO.

Telecast on CBS-TV alternate Sundays, 7:30-8 p.m. EDT, from Hollywood.

Executive producer: Ralph Levy; producer: Hilliard Marks; associate producer: Dick Fisher; announcer: Don Wilson; music conductor: Mahlon Merrick; writers: Sam Perrin, George Balzer, Al Gordon and Hal Goldman.

Cast with Mr. Benny: Dennis Day, Rochester, Lois Corbett, Vera Felton and Dick Ryan.

Radio '55

EDITOR:

SEPT. 19 ISSUE A TERRIFIC JOB. WE OF THE SOUTHERN CALIFORNIA BROADCASTERS ASSN. CONGRATULATE YOU. SO VOTED AT THE SEPT. 21 BOARD OF DIRECTORS MEETING.

Lloyd C. Sigmon, V.P. & Asst. Gen. Mgr.
KMPC Hollywood
V.P., SCBO

EDITOR:

HAVE READ YOUR VERY EXCELLENT ISSUE OF SEPTEMBER 19. IT IS A MUST FOR MY ENTIRE STAFF. PLEASE SEND FIFTEEN ADDITIONAL COPIES AIR MAIL SPECIAL AND SEND ME A BILL.

John Thomas, Gen. Mgr.
KEPO El Paso, Texas

EDITOR:

The Sept. 19 issue of B•T was magnificent. It took me a week to wade through everything I wanted to read. Hence the belated reaction.

Kevin B. Sweeney, Pres.
Radio Advertising Bureau
New York

EDITOR:

. . . If this doesn't light a fire under some of the pokier and gloomier radio station managements, nothing will, for this issue certainly brings to light but a few of the examples of radio's resurrection . . .

Caley E. Augustine, Prom. Mgr.
WJAS Pittsburgh, Pa.

WEJL is Am, not Fm

EDITOR:

. . . We spent an awful lot of money to promote our change of call letters. . . . We, therefore, are disturbed when your excellent publication finally prints a small item about us on page 206 of the issue of Sept. 19 and transforms our nice little, profitable am station into an fm. . . .

Cecil Woodland, Gen. Mgr.
WEJL Scranton, Pa.

[EDITOR'S NOTE: B•T regrets that the rewrite man who processed the WEJL release about its record billings failed to remember that in July WQAN changed its call to WEJL, letters formerly used only by its affiliate fm station.]

Telecasting Yearbook

EDITOR:

I have received the 1955-56 TELECASTING YEARBOOK and feel that it is, as usual, an outstanding job.

I know that I will have many occasions to refer to it during the coming year.

Jerome Feniger, Timebuyer
Cunningham & Walsh, New York

EDITOR:

Half your annual bonus arrived yesterday in the form of the TELECASTING YEARBOOK and if I can't spell this morning it's because I stayed up much too late last night reading same. As usual, it's more than the usual source and reference tome; it's sort of a strong right arm that one grabs for constantly. . . .

Raymond E. Jones Jr., Supervisor
Spot Broadcasting Co-ordinating Unit
Young & Rubicam, New York

[EDITOR'S NOTE: Subscribers have already received their copies of the 1955-56 TELECASTING YEARBOOK-MARKETBOOK issue. A limited number of copies are still available at $3 each.]

KSLA-FULL POWER -NOV. 15

LOWEST COST PER THOUSAND

...because present low rates are in effect for established clients through June 1956!

CBS-ABC NETWORK SHOWS

Sure-fire attractions to draw this huge new audience to KSLA's top-notch local programming.

22 MONTHS ON THE AIR

Shreveport's only experienced television staff, with 22 months of telecasting to its credit.

BUSINESS IS GOOD in the rich ARK-LA-TEX MARKET...

More people with a higher spendable income! Over $203 million in grocery sales, $27 million in drug sales, $236 million in automotive sales. 77,390 farms with a gross income of $171,155,000.

CHANNEL 12 SHREVEPORT
COVERING THE RICH ARK-LA-TEX AREA

Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

...and now, great new 48-COUNTY—3-STATE COVERAGE!

KSLA'S 316 KW Market Picture

Population	1,178,450
Households	311,235
Shreveport Mkt. Circ.	150,830*
Spendable Income	$1,275,069,000
Income per household	3,411
Retail Sales	$ 876,193,000

Source: SRDS 1955 Consumer Markets *TELEVISION MAGAZINE

PAUL H. RAYMER COMPANY, INC. National Representatives
New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

FIRST IN SHREVEPORT, LOUISIANA

KSLA CHANNEL 12

Affiliated with CBS and ABC

We've been "marching through Georgia" for more than three decades now, here at WMAZ Radio, and one thing we're proud of is the SERVICE we are rendering to the folks who listen to us. Naturally, one of the chief ways we serve is through our newscasts.

Right now on WMAZ Radio, we send out a total of 65 newscasts every week, and that's just the newscasts that we prepare. The CBS Radio newscasts we carry would add up to a whole lot more. We've got a staff of six full time newsmen that look out for our local news and the wire services. And we've won some national awards in our day for our news.

The main point to us, and to clients, is that people in Middle Georgia listen FIRST to WMAZ Radio for their news information. How do we know they listen? Just take a look at our latest 22 county area Pulse survey. Shares of audience as high as 52 against a total of 21 other stations heard in the same area! At 7 a.m. a 47%; at 7 p.m. a 46%.

Yep. Folks are listening to our WMAZ Radio newscasts. Lots of 'em. The most. So if you want the most to plug your product in Middle Georgia, get in touch with the Katz Agency. They'll give you the word about WMAZ's popular newscasts.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to FREDERICK ERNEST LACKEY

CHANCES ARE most of his friends will wonder if there are seven instead of six Lackey brothers when they see his full name. Mention Dutch, and a substantial majority of broadcasters will nod cheerfully as they recall some recent meeting with one of the industry's best-known small-station broadcasters—"the man with the red vest."

F. Ernest is the way the president-general manager of this 250 watter (WHOP) in Hopkinsville, Ky., signs his name. Lately he's been signing it more often, meeting stacks of bills that keep coming in for one of radio's more interesting expansion projects.

Mr. Lackey has just spent the weekend celebrating a big event—the opening of a set of studios that have Hopkinsville popeyed and will impress broadcasters who stop in this city of 20,000 to see how the Lackeys are backing up their faith in radio with a magnificent new plant.

While Mr. Lackey supplied a good share of the enterprise, oomph and faith in WHOP and radio, Bonnie—that's Mrs. Lackey—supplied the tasteful decor. The new studios occupy 3,600 square feet in the new Bass & Co. building supply headquarters. Most alluring achievement is the polycylindrical main studio, with walls painted the colors of the spectrum. Offices have matched walls, desks, telephones, carpets and even typewriters in red, black, blue and other colors. A series of murals in the lobby depicts typical Kentucky scenes.

Right now the Lackey name is before the industry because F. Ernest is NARTB director-at-large for small stations and president of Community Broadcasters Assn., which currently is seeking a boost to 1 kw for Class IV stations. Other industry posts include membership of the NARTB freedom of information, election procedure and membership committees.

Locally he maintains the usual drawer-full list of affiliations. They include: ex-mayor of Hopkinsville; ex-president of Kentucky Municipal League; ex-exalted ruler of the Elks, to mention some of the official connections. He is a lay reader in the Episcopal Church.

The name Dutch was attached by his mother some decades ago (he was born Sept. 12, 1906). The lad used to leave the Paducah front porch nicely laundered and return a couple of hours later in dire need of a hygienic overhaul. "Nobody could get as dirty as you without chasing dirt," his mother once said, standing in the kitchen holding a can of Old Dutch Cleanser. That did it; the Dutch dame on the label was chasing dirt and the cognomen Dutch stuck.

After finishing his public schooling he went to U. of Illinois to study engineering and play a little football and basketball. Torn cartilages in both knees squelched his gridiron aspirations and he stuck to basketball. After two years at college he got an engineering job on the Louisville & Nashville railroad, and later on the Illinois Central.

In 1930 young Lackey joined the Kansas City engineering firm of Burns & McDonnell. Soon he returned to Paducah—he never has liked to be away from Kentucky for more than a brief time. The depression was on and he joined the Kentucky Emergency Relief Administration, later Works Progress Administration, becoming assistant district engineer covering 30 counties. By 1936 he was district engineer in Louisville and two years later was assistant state engineer.

When his older brother, Pierce, decided in 1940 to add a Hopkinsville station to his Paducah property (WPAD), Brother Dutch informed him, "You may not know it, but I'm coming to work for you." He did, at $20 a week. Brother Hecht managed the new WHOP at the beginning. Hecht soon left to operate WSON in Henderson, with Dutch Lackey becoming WHOP manager. On the side he did sports, wrote copy, announced and peddled time. During World War II he was down to a staff of four. "I signed her on and I signed her off," he recalls. Prewitt Lackey now runs WPAD.

This mayor business runs in the Lackey family. Hecht is mayor of Henderson, Pierce was Paducah mayor, and all three followed in the footsteps of their father, who twice was mayor of Paducah. In Hopkinsville, Dutch Lackey tore into two serious problems when he became mayor in 1946—indifferent garbage collection, a health problem, and an unbalanced budget. He stirred up a political mess in the process of putting in modern garbage collection and he risked local ire by installing profitable parking meters.

Bonnie Lackey, nee Bessire, Louisville, is widely known around the industry, often accompanying her husband to NARTB board and other meetings. They met when she was a social worker in Kentucky. Often she shows up at resort hotels with off-beat hats that serve as favorite props for camera hounds.

The Lackeys have three children—Sue, married and living in England; Sherry, 17, and Mike, 14. Young Mike is a fine golfer. Since outgrowing the Little League ball club he has been doing radio play-by-play. Sherry works in the music library and does a d.j. routine.

This has been Dutch Lackey's traveling year. Besides NARTB board and committee meetings and several conventions, he has been on military missions to Panama and Japan. His genial manner qualifies him as an ambassador of goodwill. Should his personality ever fail to get diplomatic results, his scarlet vest is bound to draw attention from international problems.

He qualifies as a sportsman, Kentucky variety. At the start of the recent Nashua-Swaps race, he told a Washington group huddled around a tv set, "That Swaps is quitting."

Buyers Who Know Their Radio

MAKE "OK" BUYS!

BECAUSE . . . They get results in OK GROUP Towns. It's not just mouth music but actual hard hitting, well planned audience holding . . . audience selling that OK STATIONS do. Time after time the advertisers have been excited about our results. Time after time they have renewed! Actions tell more than talk!

In New Orleans

WBOK Leads

3 Networks—6 Independents
Mornings from 7:00 A.M. to 12:00 M.
Source (C. E. Hooper regular report August 1955)

In Houston

KYOK Leads

3 Networks—6 Independents
Mornings and Afternoon from 7:00 A.M. to 6:00 P.M.
Source (C. E. Hooper regular report July-August 1955)

In Lake Charles

KAOK Leads

All Stations
Source (Latest available O'Connor Survey)

In Baton Rouge

WXOK Leads

3 Networks
Morning and Afternoon from 7:00 A.M. to 6:00 P.M.
Source (C. E. Hooper regular report July-August 1955)

The OK GROUP Sells and Sells Again

Retailers, food sellers, appliance dealers, automobile dealers, drug distributors, all have outstanding success stories on OK Group Stations.

1,250,000 Negroes in OK GROUP Area

That's a market worth reaching for!! It's healthy, wealthy and wise . . . they have money . . . they spend money . . . they prefer advertised brands . . . they prefer Negro DJs . . . they prefer the music the OK GROUP Stations offer. In the Gold Coast of the Gulf Coast you can ring up new sales record with this untouched, profitable consumer group.

the OK Group

505 BARONNE ST. NEW ORLEANS, LA.

"OK Group"

A group of stations united to do a specific job in the low income market. Located only in New Orleans, Baton Rouge, Houston and Lake Charles.

One Buy

By making one group buy you reach the rich market of Negro and low income whites that you can easily justify by top ratings.

One Bill

By making one purchase you cover the four hottest business towns in America and receive one bill, save time, save money, save placement problems.

Extra Discount

There are extra discounts for multiple station buys, 5% for two, 10% for three and 15% for four, deducted from the national rate.

Big Coverage

The potential sales in the OK Group Markets are the richest and fastest growing in the South. Important for bringing your products to quick leadership.

Call or Write

Stanley W. Ray, Jr.,
General Manager
Tulane 6388
in New Orleans,
or Contact Forjoe & Co.
for Louisiana Stations.
John E. Pearson Co.
for Houston.

HOW MANY TIMES HAS YOUR STATION MISSED OUT ON NATIONAL SALES BECAUSE YOUR REPRESENTATIVE'S BIG LIST OF STATIONS DIDN'T LEAVE HIM ENOUGH TIME TO SELL ***YOURS***.

IF YOU FEEL YOU'RE MISSING OUT — TIME YOU TALKED TO ***BURKE-STUART,*** WHERE PERSONALIZED SELLING FOR A LIMITED LIST OF STATIONS IS PAYING OFF... ***BIG!***

BURKE-STUART COMPANY, *Inc.*
Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

HIGH-RATINGS!

*28.7% SHARE OF AUDIENCE**

THE RECORD SHOW...10 to 11 A.M.

one of many high rated shows on

WBNY

BUFFALO'S ONLY FULL-TIME MUSIC & NEWS STATION

Hooper, July, 1955 BURKE-STUART CO. INC., National Representation

THOMAS JOSEPH TILSON

on all accounts

THOMAS JOSEPH TILSON, 31-year-old time-buyer at Ted Bates & Co., is perhaps the only man in Manhattan to have literally flown his way into advertising. To add to this, he has the distinction of having assisted in the delivery of the third baby to be born in flight since the Wright brothers left the ground at Kitty Hawk.

All this happened when Mr. Tilson, a wartime fighter pilot turned commercial airline jockey, got a job flying Benton & Bowles' executive plane back in September 1949. It was all in a day's work to shuttle from New York to Miami, thence to Boston and back again. While on a routine flight to Procter & Gamble's Cincinnati headquarters, he "homed in" on WLW's signal and "well . . . having relied on aerial navigation for so long while working for an agency . . . it stood to reason that sooner or later I'd get interested in the commercial opportunities of broadcasting media."

This interest in advertising increased as Mr. Tilson accompanied the B&B merchandising teams on their forays into the field. Going from store to store, he saw how the impact of radio helped to move P&G goods into the homes of consumers. In March 1952, Mr. Tilson joined the agency's merchandising department and progressed through the Best Foods and General Foods media groups as assistant time-buyer before moving to the P&G section.

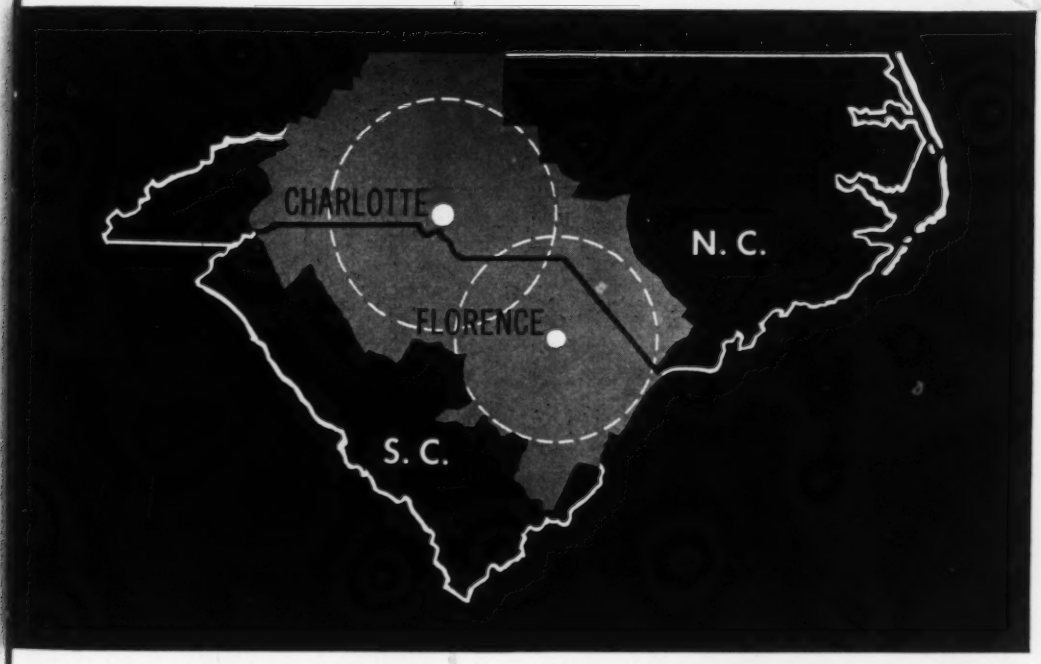
Last June, Mr. Tilson left Benton & Bowles to go with Ted Bates, where he buys time on three major accounts: Standard Brands (Royal desserts, Blue Bonnet margarine) Hunt Club dog foods and CBS-Columbia.

Buying approximately an equal amount of radio and tv, Mr. Tilson is in a better-than-average position to judge the effectiveness of the two media. He is convinced that an effective campaign should use both.

Tom Tilson, a New Jerseyite all of his life, was born in the Garden State in 1923, and now, with his wife and three children, makes his home in Closter, near Englewood. He majored in business administration at Bergen Junior College. As to hobbies, he says, "I've given up flying in order to concentrate on my golf."

As to that baby—it was born somewhere over the Caribbean between Miami and San Juan, P. R., early in 1947 in a non-scheduled airliner. Says Mr. Tilson now, "All I've got to substantiate this story is a yellowed clipping from a Puerto Rican newspaper. I can't read Spanish, but when I came across 'El Capitan Tilson,' that was good enough for me."

NOW one PACKAGE DISCOUNT for two great area stations



WBTV
CHARLOTTE
Channel 3 Top Power

WBTW
FLORENCE, S. C.
Channel 8 Top Power

and you get . . . DOMINANCE DOUBLED IN THE CAROLINAS

One package discount now gives your product special delivery to one of the nation's top 10 TV markets! Advertisers earn 15% discount on WBTW *in addition to regular discounts*—by combining top-power WBTV and WBTW.

The buying habits of more than 50% of all Carolinians are directly influenced by these two great area stations. That's 3,375,000 Carolinians with $3½ billion in effective buying power . . . over $2½ billion in retail sales!

Here's a package of sales power, wrapped and ready to work for you. Place your order with WBTV, WBTW or CBS Television Spot Sales.

JEFFERSON STANDARD BROADCASTING COMPANY

ON THE AIR OCTOBER 10th

The NEW way to kindle SALES

WWIL

MARKET DATA -- BROWARD COUNTY

Population, Spring '55 (U. S. Census Bureau)	159,052
% Increase in Population Since 1920	
United States	51%
State of Florida	249%
BROWARD COUNTY (Fastest in the nation!)	3,086%
Consumer Spendable Income (From Consumer Markets)	$219,629,000.00
Building Permits 1st 5 Months, '55	$16,109,490.00
Number of Radio Homes in Broward County (From Consumer Markets 1955)	43,320
% Gain in Number of Motels and Apartments added last 8 years in major Florida tourist counties:	
In State of Florida	234%
In BROWARD COUNTY	531%

ON THE AIR OCTOBER 10th
with MUSIC AND NEWS HEADLINES

20 Hours Daily – 6 A. M. (EST) to 2 A. M. 1000 Watts

Owned and Operated by WIL – St. Louis, Missouri Broadcasting Corporation

National Representatives

GRANT WEBB & COMPANY

New York – Chicago – Detroit

CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
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CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS

The latest ARB for Indianapolis shows the top 10 programs are on WISH-TV... (19 of the first 25). See the Bolling Company for availabilities.

Channel 8

WISH-TV

CBS TELEVISION

BROADCASTING TELECASTING

October 3, 1955 Vol. 49, No. 14

CLOCKS GO CRAZY IN OCTOBER AND SO DO TV TRAFFIC CHIEFS

- **Daylight-Standard time confusion costs television plenty**
- **One harried network executive calls October 'idiot month'**
- **It's tough for tv, but radio licks problem with tape recording**

TELEVISION networks and their affiliated stations were ensnarled last week in a time-change imbroglio complicated almost beyond belief and costly to a degree challenging computation.

Advertisers and agencies also were caught in the scheduling madness that started Sept. 25 when some areas returned from Daylight Saving to Standard Time while others remained on DST and will continue to go by the stepped-up clock until the end of October [B•T, Aug. 8].

ABC-TV claimed to have evolved a way out of the month's maze, though admittedly at considerable out-of-pocket expense. CBS-TV and NBC-TV, also expensively, were meeting the problem as best they could.

Unofficially, an expert working directly on the problem estimated that "this one idiot month" might cost the three networks around $1.5 million. There was not even an educated guess as to the cost to stations in local and national spot advertising they had to pre-empt, in missed billings for network shows they couldn't get or couldn't accommodate, and in expenses incurred in providing local programming for periods suddenly bereft of network shows. Some months ago officials of New York —which still is on DST—were cautioned by Robert Jamieson, sales service manager for CBS-TV, that the industry cost might be around $2 million. This estimate, however, was made when it appeared that some major markets, notably Chicago, would not extend DST—which they eventually did—and therefore, Mr. Jamieson feels, the estimate now would be somewhat lower.

ABC-TV reported that it had set up a "repeat pattern" which would take care of all programs —except fight telecasts, football games and similar events which must be carried live—for the duration of the time mix-up.

Without revealing the mechanics, ABC-TV officials said the system was devised by Dick Bailey, traffic coordinator, and the ABC traffic department in order to assure delivery of the new *Mickey Mouse Club*, Mon.-Fri. series in the 5-6 p.m. local time period of all stations.

This is accomplished by a series of four separate feeds, and officials said that a somewhat similar method is being used on other programs—and that 90% of the advertisers were satisfied with its results. Most stations also are satisfied, they reported, asserting that throughout the country the actual loss of ABC-TV programming will involve only two shows and will be confined to a few stations.

NBC officials told B•T that their main costs stemming from the time mix-up result (1) because network shows which originate in Class A or Class B time in New York are seen in many areas in time that, for the one-month period, is suddenly Class B or Class C; and (2) from making kinescope recordings for delayed broadcasts—mainly on major-market Midwest stations—that ordinarily wouldn't be necessary.

As an example of time periods suddenly dropping off from one classification to a less costly one, they cited the *Pinky Lee Show*, which originates in New York at 5-6 p.m., is seen in New York at 5-6 p.m. and ordinarily would be seen in Washington, say, at the same time, which is Class B. For this month of uniform time, however, it will be seen at 4-5 p.m. Washington time, which is Class C.

Similarly, the Camels and Plymouth news programs normally seen in St. Louis, for example, at 6:30 p.m. (Class A) are temporarily seen there at 5:30 (Class B).

For the duration of DST-Standard split, NBC-TV reported, affiliates in most major Midwest markets require kinescopes of many shows that originate in New York in the evening, particularly those scheduled around 8 p.m.

Sports events are a problem all around, since they almost necessarily must be carried live. Thus during October the Gillette fights on NBC-TV (Fri., 10 p.m. New York time) and the Pabst Bouts on ABC-TV (Wed., also 10 p.m. New York time) will be seen in California at the somewhat early local hour of 6 p.m.

Authorities at CBS-TV, who said their big problem could be summarized by the statement that New York and California are now four hours apart, cited last week's *U. S. Steel Hour* to show what the mixed-up time can provoke.

One of the reasons *Steel Hour* was switched from ABC-TV to CBS-TV was that the latter network could offer 100% live clearance, an important factor in talent and literary rights matters. Yet when California returned to Standard Time while New York remained on DST, *Steel Hour* became a 6 p.m. rather than 7 p.m. show in California—and West Coast facilities feed a repeat of CBS-TV's Doug Edwards news show, sponsored by Ronson, at 6:15 p.m. California time.

As a result of this conflict CBS-TV had to advise some 10 West Coast affiliates to fill the *Steel Hour* period locally last week; the network loses the billings for those stations and the stations lose not only the compensation for the *Steel Hour* for last week but also the money it cost them to program locally. Meanwhile CBS-TV recorded the show for delayed broadcast on those stations two weeks later—but in the meantime the network has an alternate-week program which normally would invite listeners to tune to next week's *Steel Hour* production, only next week's *Steel Hour* production won't be seen on the Coast for another two weeks because of the delay factor.

Another important consideration is that when kinescopes are used a second time, the actors must be paid their original salaries.

In the case of *Studio One*, for which CBS-TV had to provide a separate West Coast show, the network went through its files and came up with an old program which employed only three actors, thus keeping its extra expense down.

On alternate Wednesday evenings, CBS-TV Hollywood originates General Electric's *20th Century-Fox Hour* film show an hour earlier to retain Eastern viewing at 10-11 p.m. The film is rerun to give local western showing 7-8 p.m.

What happens at the end of season to the leftover *Studio One* show and the extra U. S. Steel kinescope hasn't been settled. The *Studio One* kinescope would probably be used in a summer run, the network said.

On Sunday, because *What's My Line* from New York is a full network live program at 10:30 p.m., hitting the West at 6:30 p.m. instead of the usual 7:30 p.m., the network in that area has been required to reshuffle *Lassie* into 7:30-8 p.m. to clear the 6:30 spot.

On Friday, Edward R. Murrow's *Person to Person*, also live from New York, hits the West at 6:30 p.m. instead of 7:30, forcing a sustaining film show, *Adventures of Champion*, a Flying A production, to delay an hour.

The radio networks, meanwhile, have had relatively smooth sailing, continuing one-hour delay service to stations which remained on Standard Time through the summer and to those which went back from DST to Standard.

WHAT TIME IS IT?

The insane hodge-podge of time changes is reflected in this sample list of key cities which extended Daylight Time through October or went back to Standard at the end of September after being on Daylight in the summer months.

These extended Daylight Time through October: New York, Boston, Buffalo, Chicago, Philadelphia, Providence, Rochester, Syracuse, Hartford, Pittsburgh, Indianapolis, Steubenville, Lancaster, Bangor.

These switched from Daylight to Standard Sept. 25: Los Angeles, Baltimore, Cleveland, Washington, San Francisco, St. Louis, Youngstown, San Diego, Terre Haute, Louisville, Sacramento, Quincy.

THE TOP 100 ADVERTISERS OF THE RADIO-TV NETWORKS

AND HOW THEY SPEND THEIR MONEY. A B•T MEDIA COMPARISON

WHO WERE the top hundred advertisers on the radio networks during the first six months of 1955? Who were the top hundred tv network advertisers? How much did the tv network clients spend for radio network time, and what were the tv network time purchases of the radio network clients? How did these time expenditures compare with the space purchases of these advertisers in magazines and newspaper magazine sections?

The answers to these questions are to be found in the following lists, compiled by B•T from *National Advertising Investments*, which lists all expenditures for time on networks or space in magazines and newspaper supplements during the first half of this year as reported by Publishers Information Bureau. *Volume*, published by Leading National Advertisers Inc., covers expenditures of 1,816 advertisers—all who spent $20,000 or more during the six-month period.

Even casual examination of the two lists shows that the majority of advertisers using one type of network broadcasting also use the other. Of the top hundred tv network advertisers, 55 also are clients of the radio networks. The radio network hundred leaders include 61 tv network accounts.

Procter & Gamble Co. is the biggest buyer of network time in both radio and tv. Colgate-Palmolive Co., General Motors Co., Gillette Co. and Lever Bros. Co. also appear among the top ten advertisers on both radio and tv networks.

Comparisons of the expenditures of the leading network advertisers in these four media are provided in the following listings for radio and television.

TELEVISION'S TOP HUNDRED

	Network Television	Network Radio	Magazines	Newspaper Supplements
1. Procter & Gamble Co.	$16,012,481	$5,159,781	$ 3,354,965	$ 463,280
2. Colgate-Palmolive Co.	9,120,752	1,856,417	2,110,676	1,839,607
3. Chrysler Corp.	7,313,421	872,595	4,986,104	464,965
4. Gillette Co.	6,834,007	2,673,907	1,274,704	249,980
5. General Motors	6,636,750	3,347,611	14,423,894	2,539,972
6. General Foods	6,303,455	715,076	6,348,078	2,014,978
7. R. J. Reynolds Tobacco Co.	5,292,848	442,154	1,391,494	
8. American Tobacco Co.	5,169,285	976,790	2,465,825	752,760
9. Lever Bros. Co.	4,617,736	1,926,132	1,051,745	1,755,825
10. General Mills	4,526,629	1,377,515	1,152,811	521,055
11. Liggett & Myers Tobacco	4,052,786	1,567,407	1,086,615	
12. Ford Motor Co.	3,924,984	140,976	4,391,283	383,410
13. General Electric Co.	3,877,818		5,310,562	212,214
14. American Home Products Corp.	3,842,183	1,760,655	979,110	220,619
15. P. Lorillard Co.	3,512,010	1,217,571	1,231,726	
16. National Dairy Products Corp.	3,111,057	1,573,213	1,605,617	578,789
17. Pillsbury Mills Inc.	2,612,929	971,468	569,151	89,250
18. Bristol-Myers Co.	2,524,006	894,498	1,797,620	393,602
19. Swift & Co.	2,484,236	1,385,541	1,087,823	660,590
20. Campbell Soup Co.	2,455,300	5,442	2,924,830	62,805
21. Westinghouse Electric Corp.	2,346,855		999,294	195,750
22. Kellogg Co.	2,192,196	555,191	596,693	237,636
23. Borden Co.	2,143,615		937,396	
24. Serutan Co.	1,886,582		2,126	165,386
25. S. C. Johnson & Son	1,729,400		1,204,028	223,580
26. American Motors Corp.	1,658,085	26,048	1,248,277	54,930
27. Coca-Cola Co.	1,546,164	136,850	850,265	294,860
28. Helene Curtis Industries	1,519,883	73,502	655,516	579,673
29. National Biscuit Co.	1,432,144	320,052	179,476	563,410
30. Scott Paper Co.	1,431,616		833,404	33,830
31. Philip Morris Inc.	1,241,250	534,212	813,469	676,326
32. Dow Chemical	1,240,490	25,060	527,901	45,440
33. Miles Labs Inc.	1,206,122	2,056,066	412,844	71,327
34. Hazel Bishop Inc.	1,170,833			
35. Revlon Products Corp.	1,123,942		524,556	37,600
36. Simoniz Co.	1,093,810	6,112	74,710	226,415
37. Pabst Brewing Co.	1,087,696	80,595	3,200	
38. Philco Corp.	1,085,185	337,791	687,830	
39. Lehn & Fink Products	1,080,283		296,762	
40. Quaker Oats Co.	1,070,095	828,437	1,409,284	618,928
41. Brown & Williamson Tobacco Co.	1,055,664	617,180	740,693	139,455
42. H. J. Heinz Co.	1,047,978		763,220	70,130
43. Joseph Schlitz Brewing	1,039,545		559,822	
44. Sylvania Electric Products	1,028,055		423,818	132,310
45. Goodyear Tire & Rubber	1,023,630	189,478	2,568,779	23,800

(Continued in Column 1, page 29)

RADIO'S TOP HUNDRED

	Network Radio	Network Television	Magazines	Newspaper Supplements
1. Procter & Gamble Co.	$5,159,781	$16,012,481	$ 3,354,965	$ 463,280
2. General Motors	3,377,515	6,636,750	14,423,894	2,539,972
3. Gillette Co.	2,673,907	6,834,007	1,274,704	249,980
4. Miles Labs	2,056,066	1,206,122	412,844	71,237
5. Lever Brothers Co.	1,926,132	4,617,736	1,051,745	1,755,825
6. Colgate-Palmolive Co.	1,856,417	9,120,752	2,110,676	1,839,607
7. American Home Products	1,760,655	3,842,183	979,110	220,619
8. National Dairy Products	1,573,213	3,111,057	1,605,617	578,789
9. Liggett & Myers Tobacco	1,567,407	4,052,786	1,086,615	
10. Swift & Co.	1,385,541	2,484,236	1,087,823	660,590
11. General Mills	1,377,515	4,526,629	1,152,811	521,055
12. P. Lorillard Co.	1,217,571	3,512,010	1,231,726	
13. Sterling Drug Inc.	1,197,509	656,910	1,173,863	730,441
14. American Tobacco Co.	976,790	5,169,285	2,465,825	752,760
15. Florida Citrus Commission	975,227	471,385	258,325	305,460
16. Pillsbury Mills	971,468	2,612,929	569,151	89,250
17. Armour & Co.	936,204	541,766	794,699	536,336
18. Bristol-Myers Co.	894,498	2,524,006	1,797,620	393,602
19. Carnation Co.	889,838	747,461	788,508	248,770
20. Chrysler Corp.	872,595	7,313,421	4,986,104	464,965
21. Quaker Oats Co.	828,437	1,070,095	1,409,284	618,928
22. Campana Corp.	758,927		109,020	65,684
23. Texas Co.	738,655	849,759	1,338,700	
24. William Wrigley Jr. Co.	720,144	350,790	227,560	
25. General Foods Corp.	715,076	6,303,455	6,348,078	2,014,978
26. American Fed. of Labor	686,202			
27. Longines-Wittnauer Watch	620,269	197,185	90,559	
28. Brown & Williamson Tobacco Corp.	617,180	1,055,664	740,693	139,455
29. Standard Oil of Indiana	615,858	207,787	37,260	
30. Congress of Industrial Organizations	581,667			
31. Mutual Benefit Health & Accident Assn.	556,109	75,285	22,240	419,092
32. Kellogg Co.	555,191	2,192,196	596,693	237,636
33. Philip Morris Inc.	534,212	1,241,250	813,469	676,326
34. Sears, Roebuck & Co.	517,799		286,388	
35. Billy Graham Evangelistic Assn. Inc.	514,421			
36. Sun Oil Co.	483,962		102,253	
37. Anheuser-Busch Inc.	463,833	322,560	16,595	
38. R. J. Reynolds Tobacco Co.	442,154	5,292,848	1,391,494	
39. Firestone Tire & Rubber Co.	441,886	739,845	1,036,416	
40. Prudential Insurance Co. of America	430,697	647,691	3,495	455,410
41. AT&T Co.	416,926		3,270,914	25,721
42. Continental Baking Co.	411,395	537,193		
43. A. E. Staley Mfg. Co.	398,796	151,430	78,098	31,660
44. Pet Milk Co.	396,910	1,004,025		
45. Aero Mayflower Transit Co.	364,316		16,910	

(Continued in Column 2, page 29)

TELEVISION'S TOP HUNDRED—Cont'd.

	Network Television	Network Radio	Magazines	Newspaper Supplements
46. Pet Milk Co.	1,004,025	396,910		
47. Remington Rand Inc.	995,419		732,729	
48. Eastman Kodak	980,143		1,187,620	26,377
49. Columbia Broadcasting System Inc.	969,879	126,808	195,816	9,336
50. Aluminum Co. of America	965,654		499,402	35,539
51. Reynolds Metals	965,279		522,616	
52. Gulf Oil Corp.	955,645		119,315	
53. Best Foods	950,086		584,150	254,091
54. Maytag Co.	945,910		156,619	
55. Admiral Corp	940,134		452,330	
56. W. A. Scheaffer Pen Co.	919,084		107,690	12,458
57. Hallmark Cards Inc.	905,160	174,486		
58. Armstrong Cork Co.	884,055		1,031,304	7,210
59. American Dairy Assn.	868,990	230,555	468,307	
60. Texas Co.	849,759	738,655	1,338,700	
61. Sweets Co. of America	837,632		51,090	
62. Radio Corp. of America	827,174	256,270	2,088,571	167,954
63. Wine Corp. of America	800,654			
64. U. S. Steel Corp.	796,170		776,251	
65. Studebaker-Packard Corp.	755,977	105,888	1,221,720	
66. Ralston Purina	753,957		571	
67. Elgin National Watch Co.	753,888		29,760	
68. Nestle Co.	749,402	58,453	918,108	191,171
69. Carnation Co.	747,461	889,838	788,508	248,770
70. Firestone Tire & Rubber Co.	739,845	441,886	1,036,416	
71. Pond's Extract Co.	726,688		779,354	38,324
72. Carter Products	726,047	76,935	1,900	
73. American Chicle Co.	724,030	5,442		
74. Avco Manufacturing Corp.	719,187	60,749	359,610	141,960
75. Andrew Jergens Co.	713,885		757,627	209,615
76. Amana Society	694,630		118,468	
77. Frawley Corp.	675,777	93,733		
78. Standard Brands Inc.	674,841	31,772	1,983,691	210,743
79. Schick Inc.	661,533		46,806	
80. Warner Lambert Pharmaceutical Co.	658,494		835,358	62,869
81. Sterling Drug Inc.	656,910	1,197,509	1,173,863	730,441
82. Prudential Insurance Co. of America	647,691	430,697	3,495	455,410
83. B. F. Goodrich Co.	600,837	26,664	990,336	
84. Singer Manufacturing Co.	567,465		320,142	
85. Gold Seal Co.	565,892			
86. Brillo Manufacturing Co.	557,265		228,618	
87. Electric Cos. Advertising Program	542,511		305,900	
88. Armour & Co.	541,766	936,204	794,699	536,336
89. Continental Baking Co.	537,193	411,395		
90. Pepsi-Cola Co.	518,775		504,735	569,086
91. International Harvester Co.	495,585		402,591	125,380
92. Florida Citrus Commission	471,385	975,227	258,325	305,460
93. Jules Montenier Inc.	468,294		173,480	145,442
94. Wander Co.	446,439			
95. Sunbeam Corp.	422,139		332,628	
96. Knomark Mfg. Co.	404,888		1,740	
97. Noxzema Chemical Co.	392,775			18,510
98. E. I. DuPont de Nemours & Co.	377,587		2,182,891	116,584
99. Lewis-Howe Co.	374,055	186,070	270,091	14,646
100. Johnson & Johnson	369,967		1,862,153	338,186

RADIO'S TOP HUNDRED—Cont'd.

	Network Radio	Network Television	Magazines	Newspaper Supplements
46. Seeman Brothers	358,134		103,451	
47. Philco Corp.	337,791	1,085,185	687,830	
48. Gospel Broadcasting Assn.	335,918			
49. Cities Service Co.	315,737		46,962	
50. Consolidated Cosmetics Inc.	292,967		15,009	84,031
51. General Tire & Rubber Co.	280,860		593,055	
52. Bankers Life & Casualty Co.	278,434		1,990	6,320
53. General Conference of 7th Day Adventists	278,216	147,600	20,503	
54. Doeskin Products	276,848	132,445		
55. Radio Bible Class	264,645			
56. Dr. Thomas Wyatt	260,682			
57. Radio Corp. of America	256,270	827,174	2,088,571	167,954
58. Thomas Leeming & Co.	252,628		53,886	19,584
59. Standard Oil of New Jersey	242,254		61,326	
60. Metropolitan Life Insurance	233,189		736,571	
61. Minnesota Mining & Manufacturing Co.	231,768	318,880	361,276	38,947
62. American Dairy Assn.	230,555	868,990	468,307	
63. Allis-Chalmers Mfg. Co.	224,815		527,351	
64. National Biscuit Co.	220,052	1,432,144	179,476	563,410
65. Musterole Co.	214,007	143,930	8,165	
66. First Church of Christ Scientist	211,782			
67. Lutheran Church—Missouri Synod	211,041		1,162	
68. State of Florida	193,500		72,090	11,730
69. Goodyear Tire & Rubber	189,478	1,023,630	2,568,779	23,800
70. Lewis-Howe Co.	186,070	374,055	270,091	14,646
71. Assemblies of God	184,097			
72. Beltone Hearing Aid Co.	179,442	4,976	41,587	702
73. Hallmark Cards Inc.	174,486	905,160		
74. Jackson Brewing Co.	173,599			
75. Kiplinger Washington Agency Inc.	173,203	9,000	11,538	5,186
76. Corn Products Refining	172,157	346,823	833,518	138,780
77. Pearson Pharmacal Co.	171,000		120,726	
78. Crowell-Collier Publishing	167,596	136,377	54,245	781
79. Rockwood & Co.	160,718			
80. Richfield Oil Corp.	159,835		4,546	
81. Realemon-Puritan Co.	157,164			
82. Christian Reformed Church	156,731			
83. Highland Church of Christ	155,193			
84. American Safety Razor Corp.	153,962	154,585	102,511	
85. San Francisco Brewing Co.	153,346			
86. Curtis Publishing Co.	152,258	178,257	52,606	5,558
87. Milner Products Co.	145,253		31,100	
88. Pharmaco Inc.	144,747		47,650	39,818
89. Hawaiian Pineapple Co.	142,619	281,585	111,003	
90. Ford Motor Co.	140,976	3,924,984	4,391,283	383,410
91. Pacific Western Oil Corp.	137,459	272,100	149,330	
92. Coca-Cola Co.	136,850	1,546,164	850,265	294,860
93. Bayuk Cigars Inc.	130,339	185,595		
94. Columbia Broadcasting System Inc.	126,808	969,879	195,816	9,336
95. Q-Tips Inc.	115,795		80,280	
96. Burton-Dixie Corp.	115,713		9,215	
97. Olson Rug Co.	114,779		425,612	1,762
98. Radio Church of God	109,738			
99. Mars Inc.	109,570	235,475	204,850	
100. Sleep-Eze Co.	108,772		8,730	

THE UPWARD SWING OF NATIONAL ADVERTISING

THE VOLUME of national advertising in network radio, network television, magazines and newspapers more than quadrupled from 1939 to 1954—from $333 million to $1,429 million, according to a compilation made by Magazine Advertising Bureau. Figures are gross time charges before discounts, space costs before commissions; they do not include talent and production costs of the broadcast advertising nor preparation charges for print media ads.

The totals also are limited to expenditures of national advertisers spending $25,000 or more in any one of the four major media. The number of such advertisers, MAB reports, was 936 in 1939, when the average expenditure per company in the four media was $355,900. By 1954 the total number of advertisers had risen to 2,615, their average expenditure to $546,500.

MAB figures for 1939, 1944, 1949 and 1954 for the four media are tabulated as follows:

Dollar Volume of National Advertising in Four Media (in thousands)

	1939	1944	1949	1954
Magazines	$130,777	$243,763	$395,713	$ 550,267
Newspapers	121,243	134,786	332,619	429,418
Network Radio	81,137	185,408	184,418	130,631
Network Television			11,951	318,847
Total	$333,157	$563,957	$924,701	$1,429,163

Figures for network radio, network tv and magazines come from Publishers Information Bureau; newspaper figures from Bureau of Advertising, ANPA.

THE FACTS AND FIGURES OF NETWORK ADVERTISING

P&G, COLGATE-PALMOLIVE INCREASE BLISTERING BUYING PACE

THE FIRST two—Procter & Gamble and Colgate-Palmolive—of network radio-tv's top national advertisers bought a combined total of over $5.5 million in network time during June, according to computations based on Publishers Information Bureau records on network advertising revenue.

This total was some $700,000 above the approximately $4.8 million the same two advertisers purchased in network time during the same month a year ago. Both companies this year in June spent more on network tv but trimmed their radio network expenditures. P & G increased its tv from more than $2 million to more than $2.8 million; while C-P was over the $1.6 million mark in tv compared to more than $1.1 million in June 1954. P & G's network radio dropped from more than $1.1 million in network radio in June 1954 to nearly $850,000 this June, and C-P was down about $170,000 in its network radio spending.

Once again, the auto makers highlighted the PIB report. General Motors Corp., the fourth ranking tv advertiser of June 1954 and unable to break into that month's top radio 10, this June shot into the second spot in network radio's leaders and took seventh position in network tv's top 10. Its combined network radio-tv total for June was $1,548,569, about $200,000 less than in May of this year.

Chrysler Corp., ninth ranking in the June 1954 listing of network tv's top 10 when the firm spent nearly $600,000 in that medium, this June was in the third tv spot, spending

TV ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JUNE OF 1955 AND 1954 WITH JANUARY–JUNE TOTALS

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JUNE AND FIRST SIX MONTHS OF 1955 COMPARED TO 1954

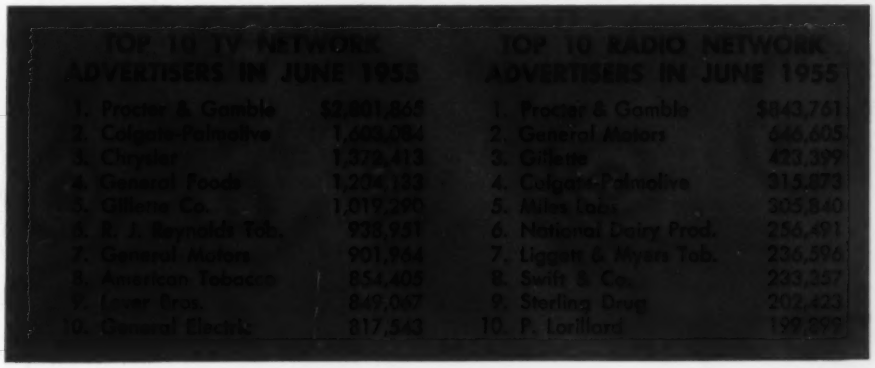
	June 1955	Jan.-June 1955	June 1954	Jan.-June 1954
Agriculture & Farming	$ 19,845	$ 19,845	$ 3,572	$ 77,964
Apparel, Footwear & Access.	204,568	1,814,761	147,535	1,693,274
Automotive, Auto Access. & Equip.	3,511,370	21,140,125	2,267,912	13,712,029
Aviation, Aviation Access. & Equip.	19,380	33,915	....	....
Beer, Wine & Liquor	642,341	3,690,954	569,509	3,395,757
Bldg. Materials	66,654	622,735	162,564	832,882
Confectionery & Soft Drinks	655,537	4,338,881	347,544	3,409,158
Consumer Services	84,171	752,796	72,642	454,805
Drugs & Remedies	1,756,753	10,539,195	1,162,714	6,760,628
Food & Food Products	6,529,492	40,466,212	5,008,693	29,864,959
Freight, Industrial & Agricultural Development	....	....	....	....
Gasoline, Lubricants & Other Fuels	362,795	2,285,291	195,442	1,558,806
Horticulture	13,549	109,669	....	23,406
Household Equipment & Supplies	2,400,327	15,575,573	1,926,847	12,891,969
Household Furnishings	144,407	1,628,223	213,500	2,269,311
Industrial Materials	563,251	3,716,625	519,929	3,139,566
Insurance	154,904	1,032,700	127,379	902,956
Jewelry, Optical Goods & Cameras	383,774	2,544,301	222,763	1,476,077
Office Equipment, Stationery & Writing Supplies	403,632	3,125,573	432,295	2,414,243
Publishing & Media	42,924	365,422	10,890	80,478
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	585,499	4,769,790	562,759	4,425,975
Retail Stores & Direct by Mail	....	10,392	....	42,345
Smoking Materials	3,467,893	20,781,062	3,441,948	20,683,112
Soaps, Cleansers & Polishes	3,530,642	21,398,968	2,882,259	16,774,825
Sporting Goods & Toys	....	45,927	13,602	42,502
Toiletries & Toilet Goods	6,076,821	34,605,547	3,902,731	21,024,047
Travel & Resorts	39,210	240,435	38,370	599,420
Miscellaneous	110,973	1,654,902	193,724	1,430,975
TOTALS	$31,770,712	$197,309,819	$ 24,507,123	$149,984,469

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JUNE 1955

Pittsburgh Coke & Chem. Co.	$ 19,845
Knomark Manufacturing Co.	88,513
Chrysler Corp.	1,372,413
General Dynamics Corp.	19,380
Joseph Schlitz Brewing Co.	170,682
Johns-Manville Corp.	50,100
Coca-Cola Co.	272,402
Electric Cos. Adv. Program	84,171
American Home Prods. Corp.	680,865
General Foods Corp.	1,204,133
Gulf Oil Corp.	156,780
Motor Wheel Corp.	8,696
General Electric Co.	677,563
Armstrong Cork Co.	115,545
Reynolds Metals Co.	230,077
Prudential Ins. Co. of America	101,856
Eastman Kodak Co.	216,345
W. A. Sheaffer Pen Co.	152,514
Curtis Publishing Co.	29,924
Columbia Broadcasting System	212,469
R. J. Reynolds Tobacco Co.	938,951
Procter & Gamble Co.	2,168,187
Colgate-Palmolive Co.	1,170,259
Pan American World Airways	39,210
Polk Miller Products Corp.	35,064

The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of June 1955.



more than $1.3 million, or more than twice as much.

The advertiser makeup of the leading 10 in network tv changed little over the year on a June to June comparison except for Lever Bros. replacing P. Lorillard Co. Radio's top 10, on the other hand, had a turnover of three: General Motors, National Dairy Products and Swift & Co. replacing Lever Bros., General Foods and General Mills.

Network tv's gross billing for the January-June period totaled $197,309,819, more than $47 million above the comparable months of 1954. Gross billings in network radio were $61,591,309, or about $12.9 million below the comparable 1954 period.

Declining Categories

On the June to June comparison, gross time sales in network radio dipped more than $1.4 million. In the listing of product groups, nearly every top category in network radio declined (e. g. beer, food, office equipment, household equipment, radio-tv sets, soaps and toiletries). Among product groups which showed an advance in network radio were: automotive, gasoline, confectionery, insurance and smoking materials.

Product groups in network tv, however, showed time sales in the main to be higher, particularly in the over $1 million categories—a standout climb being made in toiletries and toilet goods where advertisers nearly doubled their gross time purchases—from $3.9 million in June of last year to more than $6 million this June.

AM ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JUNE OF 1955 AND 1954 WITH JANUARY–JUNE TOTALS

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR JUNE AND FIRST SIX MONTHS OF 1955 COMPARED TO 1954

	June 1955	Jan.-June 1955	June 1954	Jan.-June 1954
Agriculture & Farming	$ 41,572	$ 264,871	$ 41,254	$ 482,961
Apparel, Footwear & Access.	....	44,668	....	338,492
Automotive, Auto Access. & Equip.	896,477	5,047,583	668,532	5,028,638
Beer, Wine & Liquor	184,484	838,546	322,262	1,584,160
Building Materials	5,009	23,717	236,416	946,451
Confectionery & Soft Drinks	236,523	1,077,543	204,560	1,296,547
Consumer Services	85,307	460,038	110,386	688,413
Drugs & Remedies	915,445	7,025,020	1,430,672	9,906,242
Food & Food Products	1,854,054	12,614,813	2,143,615	15,121,339
Freight, Industrial & Agricultural Development	9,046	424,392	....	....
Gasoline, Lubricants & Other Fuels	501,458	2,834,869	311,083	2,806,399
Horticulture	....	79,408	....	124,643
Household Equipment & Supplies	175,379	1,459,388	289,460	2,032,009
Household Furnishings	....	230,492	....	224,901
Industrial Materials	....	....	....	386,167
Insurance	373,973	2,016,228	180,214	1,152,927
Jewelry, Optical Goods & Cameras	9,000	662,770	61,482	738,637
Office Equipment, Stationery & Writing Supplies	31,246	499,987	101,539	693,220
Political	....	7,998	302	302
Publishing & Media	41,669	746,464	33,555	384,357
Radio, Tv Sets, Phonographs, Musical Instruments & Access.	25,698	577,649	126,309	1,041,252
Retail Stores & Direct by Mail	56,496	67,879	....	....
Smoking Materials	821,846	5,485,653	708,701	5,799,592
Soaps, Cleansers & Polishes	984,508	6,380,869	1,193,688	7,783,591
Sporting Goods & Toys	....	1,349	....	294
Toiletries & Toilet Goods	1,210,158	7,331,550	1,757,516	10,826,677
Travel & Resorts	33,000	193,500	55,746	614,399
Miscellaneous	829,510	5,194,065	761,153	4,401,163
TOTALS	$ 9,321,858	$61,591,309	$10,738,445	$74,503,773

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JUNE 1955

Allis Chalmers Mfg. Co.	$ 34,741
General Motors Co.	577,701
Pabst Brewing Co.	80,595
General Paint Corp.	5,009
William Wrigley Jr. Co.	124,178
American Tel. & Tel. Co.	62,102
Miles Labs	305,840
National Dairy Products Co.	256,491
Bekins Van & Storage Co.	9,046
Texas Co.	168,642
General Motors Co.	68,904
Sears-Roebuck & Co.	135,520
Gruen Watch Co.	9,000
Frawley Corp.	31,246
First Church of Christ Scientist	22,111
Columbia Broadcasting System	16,936
F. W. Woolworth Co.	56,496
Liggett & Myers Tobacco Co.	236,596
Procter & Gamble Co.	603,271
Gillette Co.	423,399
State of Florida	33,000
American Federation of Labor	114,707

INGREDIENTS FOR MORE EFFECTIVE TV SELLING OUTLINED BY Y&R'S ERICKSON

Agency executive tells west coast session that magnetic tape will unravel the problem of slotting in uniform times. Penetration of tv and factors affecting viewing choices are also discussed.

ONCE magnetic tape for television is made practical, the development will reduce the value of film syndication and obliterate the advertising-television industry's No. 1 problem—getting a show on the air in the same time slot all across the nation.

MR. ERICKSON

This is what a Hollywood audience of the Academy of Television Arts & Sciences was told Wednesday night by Rodney Erickson, vice president of Young & Rubicam in charge of account planning and program analysis, following his slide presentation on "Television as an Advertising Medium." But he assured them "Hollywood is here to stay" in view of the trend of national shows to film, from 27% to 49% in the last three years.

Unions already consider that magnetic television tape will be the same as film, he said, indicating that film packagers and producers will make the switch in the years to come in order to survive.

Syndicate Film Value

The New York agency executive told the packagers and producers to get their money's worth out of a syndicated film on the first run. He explained that the market today is loaded with good film buys, caused in part by syndication of major network shows of previous seasons. Mr. Erickson commented that a smart program manager of an independent outlet in any multiple-station market today can give the networks a real run for their money by wisely scheduling syndicated films.

A definite trend toward the magazine concept in programming is in evidence, Mr. Erickson said. At present, 68% of all major shows advertise at least three brands. Although brand identification drops off as more products are added to a program he said, the cost reduction to the advertiser is far greater, thus making multiple sponsorship a better buy. Though sharing sponsorship, the advertiser can afford a greater spread of programs and thereby saturate a major portion of U. S. homes in only a month.

He recalled that Jello Instant Pudding, using only the "busy day" commercial on just a few top shows and no other advertising, was able to reach 92.5% of all homes 8.1 times in four weeks and thereby achieve complete national distribution and sales.

Mr. Erickson was introduced by Nat Wolff, Young & Rubicam vice president and director of program development. Chairman of the meeting, held at the Screen Directors Guild Theatre, was Hal Roach Jr., head of his own tv film studio. ATAS President Don DeFore said the meeting was the second of a regular series of professional programs planned this season. The Oct. 26 program will be devoted to technical developments in tv program production, he said, including a description of the color tv magnetic recorder developed by the Bing Crosby Enterprises Inc. Electronic Div., and ticketed for a subsequent laboratory demonstration. New RCA developments also will be shown.

The Young & Rubicam television presentation involved a quarter million dollar investment in research, Mr. Wolff said in introducing Mr. Erickson.

To show the depth of television penetration, Mr. Erickson pointed out that by the end of next year four out of every five homes in the U. S. will have one or more television sets.

Pointing out that it is the job of advertising agencies to sell merchandise and not to entertain, Mr. Erickson noted, however, that it takes a top program to "get the folks into the tent." Noting that no matter how good a program may be, he said it must have circulation in order to be of any value to the advertiser. "There is no sense in selling to a vacuum," he said.

Uhf Circulation

Referring to the set circulation problem of uhf television stations in the U. S., Mr. Erickson pointed out that commercial television in England is having a similar problem. According to the last reports, there are less than 100,000 receivers in Great Britain which can receive the commercial channels. The circulation potential is 4 million sets, he said.

Mr. Erickson said 85% of the sets now in use are at least one year old; therefore, the novelty factor in television ratings is no longer as important as it once was.

The agency executive said that during all of 1954, according to the latest Young & Rubicam information, the television set in the average home was turned on 4.7 hours per day. He explained however that this would include baseball and fooball games and other long programs.

Mr. Erickson reported that the current program trend is to full one-hour programs because advertisers gain a lower cost per thousand advantage. He explained that the average half-hour nighttime show has 6.2 million audience. With the average cost for time and talent running at $60,000 a week for the half-hour show or $3.1 million a year, the cost per thousand impression for the commercial message is $3.50, he explained.

Since the advertiser gets six minutes of commercial time in the full hour program, which has an average production cost of about $114,000 a week, the cost per thousand is only $2.50, he noted.

Mr. Erickson said spectaculars are doing better this year than last. He said spectaculars are here to stay because they give the small advertiser a chance to compete with the big firms by allowing him to use television on a one-shot basis during important selling seasons like Christmas.

What happens to the viewing audience in the interval between the end of one program and the beginning of the story plot in the following program? Mr. Erickson said a Young & Rubicam study in four cities showed that 1/3 were out of the room for various reasons, 17% were in the room but not watching, 5% were switching channels, 7% did not remember, and 38% said they were watching the commercials.

Mr. Erickson emphasized the influence of young children in program selection at home. He said that particularly in the evening period 7:30 to 8:30 p.m., the child influenced the programs watched by the adults. "Mother and dad and the bigger children don't settle down to their tv choice until after the kids get to bed."

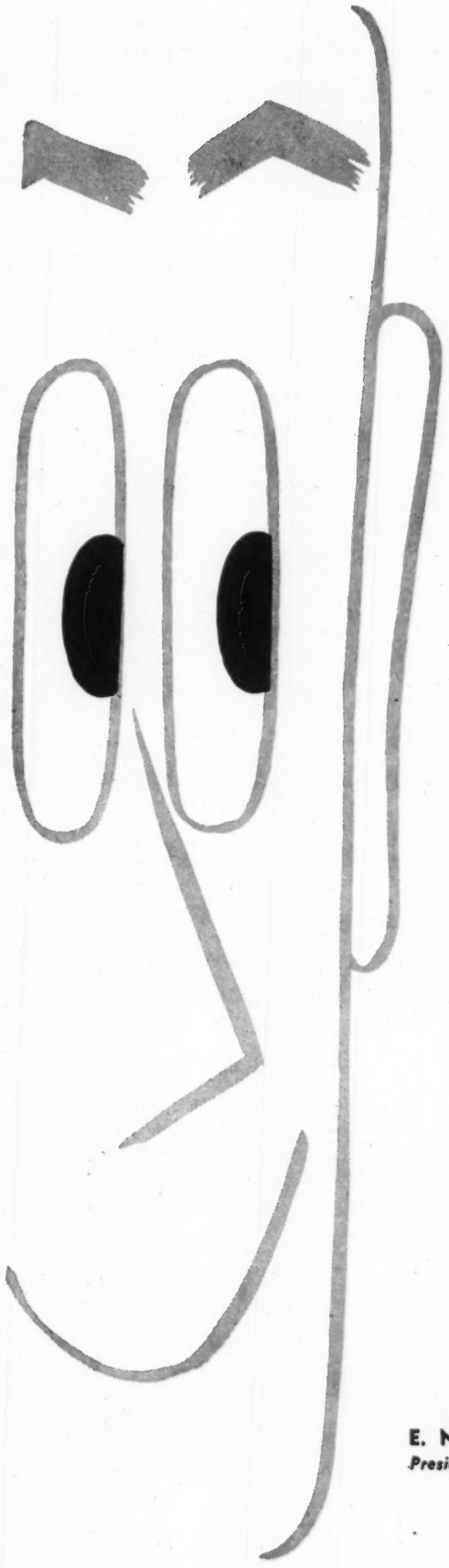
The Viewers Switch

In describing the effectiveness of good types, Mr. Erickson said a variety show is only as good as the act that is on at the particular moment. He said that the statistics show that viewers constantly switch between *Colgate Variety Hour* and *Toast of the Town*, depending on the act.

He said a new program such as a comedy show will draw the audience once and if the viewer likes the comedian he will try the show again in following weeks. If the viewer's reaction is negative, Mr. Erickson said it is very unlikely that the viewer will tune the show again. The anthology is a different matter though, he said. "The anthology is a different show each week. If the viewer does not like the show one week he may be attracted to it the next time."

(A&A continues on page 50)

WHAT makes the commercial tick on the NBC-TV *George Gobel Show*? The word: "integration." A conference on this phase of the program took place in Chicago recently when executives of Armour Auxiliaries (Dial soap, shampoo) and Foote, Cone & Belding, agency which handles the account, met with the producer-writer of the show. L to r: D. L. Duensing, advertising manager, Armour Auxiliaries; Hal Kantor, producer-writer of the program, who flew from Hollywood for the discussions; Jack Simpson, vice president in charge of radio-television, Foote, Cone & Belding, and James W. Cameron, agency account executive. The program returns Oct. 8.



The EYES of 44 COUNTIES are on KTBS-TV

No Wonder! . . .

. . . yes, it's no small wonder that the more than a million people in this area are in love with us . . . they now enjoy the finest of viewing on their more than 150,000 TV sets . . . thanks to KTBS-TV's top-flight programming, low channel, 1153 foot tower, and . . .

MAXIMUM POWER

E. NEWTON WRAY
President and General Manager

NBC *Represented Nationally by*
EDWARD PETRY & CO. INC.

W-I-T-H reaches 74%

of all Baltimore homes every week!

That's penetration for you! As the Cumulative Pulse Audience Survey shows, just about three-quarters of all the homes in Baltimore are reached weekly by W-I-T-H.

At W-I-T-H's low, low rates, W-I-T-H delivers listeners at the lowest cost-per-thousand of any advertising medium in Baltimore. Just get your Forjoe man to tell you the whole W-I-T-H story!

IN BALTIMORE THE BIG BUY IS

W-I-T-H

Tom Tinsley, President **R. C. Embry, Vice-President**

Represented by Forjoe & Co.

QUICK CHANGE ON TV

It will take but 7½ seconds for this new Philip Morris commercial to cross your screen, but it took months of labor to put it there

TV HISTORY comes in quick gulps. In less than a year, the full-screen method of tv station "shared" identification, considered at its introduction in 1954 as a radical and novel departure from the usual, has become commonplace.

One of the most dramatic uses of the technique of running about 7½ seconds of commercial with approximately 2½ seconds of station logo (call letters and channel number) is about to go on the air nationwide in some 50 tv markets.

Carla Belinda, Hollywood actress, is Philip Morris' personal contact with millions of viewers. In only a few seconds, she imparts the gentleness (PM's copy theme is "gentle") of the smoke and, faster than one can inhale, she quickly flips a 36-inch high replica of the old brown pack into the new, eye-catching red, white and gold package.

This filmed ID goes a giant step further than most 10-second quickie spots. In addition to showing the product, the commercial had to announce a dramatic turnabout: PM's new package.

In its six-second audio portion the ideas of "gentle," of "change," of "color" and "taste" are conveyed inoffensively and with nary a hitch: "Gentle Philip Morris . . . is changing . . . to a red, white and gold package . . . in tune with today's gentle taste." The copy, which could stand on its own, blends almost aromatically with the visual portion.

In only about 7½ seconds, Miss Belinda, who first holds and then puffs on a Philip Morris, stands at the side of a replica of the old, brown package set on a swivel top table. With the magic touch of her finger the table turns and with it the old package disappears and the newly-designed package comes into view. A fraction of the time is taken up in the film by the concluding frame—a full-screen insert shot of the new cigarette package opened and ready for use. (Allowing about one-half second for dissolves, the station has some two seconds for its call and channel which follow immediately).

This 10-second commercial, a few other similar IDs, a group of 20-second filmed spots, plus the other facets of the on-the-air (including radio) campaign planned by Philip Morris and the Biow-Biern-Toigo agency, did not bounce into the copy room overnight.

The creation of "10-Second Spot 'Turntable'," as it was titled on Biow-Biern-Toigo storyboards, started with initial discussions last June between the client and the agency, with John Toigo, the agency's executive vice president and partner (and No. 1 creative man at B-B-T) huddling with Ed Sherry, B-B-T's group head in charge of the creative department, and Philip Morris executives.

First actual work sessions involved such people as Mr. Sherry, Warren Ambrose, agency writer, and Ros Relin, of the agency's television creation and production department, with others including, for example, Sol Dworkow, film producer at Biow, called in at the early stages because of the unique production and technical problems involved.

The commercial was given a number on the Biow's schedule of Philip Morris projects, once the general discussion came up with the form. Substance was supplied in copy and then visualization, via the storyboard. PM's 10-second ID—"Turntable", No. 2-01148-55—was on its way.

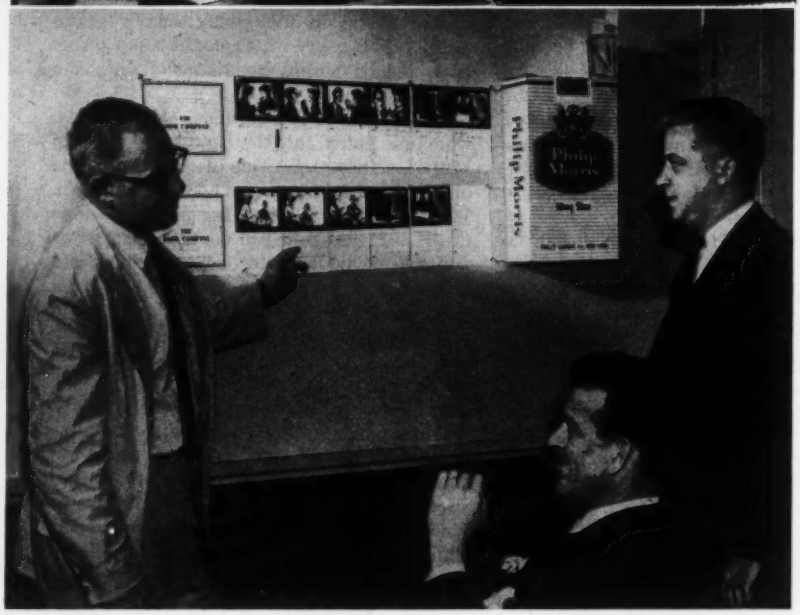
After the storyboard—actually an artist's conception of the commercial along with

(Continued on page 40)

CREATIVE MINDS at work at Biow-Biern-Toigo (l to r): Roslyn Relin, responsible for visualization and concept of commercial; Ed Sherry, creative department group head; Warren Ambrose, copy writer; Sol Dworkow, commercial film director, and Marc Statler, film commercial department manager.

A B•T PICTURE STORY

"TURNTABLE" advances from an idea to substantive form as commercial storyboards are prepared by Frank Knight (l), tv storyboard art director, and Nick Geraci, technical art director, both of Biow-Biern-Toigo.



PHILIP MORRIS receives the plan. Biow's account executive Grover Silliman (l), explains "Turntable" storyboard to Thomas S. Christensen (seated), Philip Morris advertising manager, and Paul Ehmann, his assistant.

TIMEBUYING. William C. Decker (l), NBC Spot Sales, shows availabilities to Isabel Ziegler, timebuyer for Philip Morris, and her assistant, Sol Israel.

THE 10-SECOND commercial receives clearance by Margaret Gerz, NBC Spot Sales' manager of continuity acceptance, and Carl Watson, assistant manager.

IN HOLLYWOOD, at Universal-International studios, camera crew prepares for filming of commercial as Miss Belinda stands next to the old Philip Morris cigarette pack. During commercial, Miss Belinda turns table to show PM's newly-designed package (see page 35).

THE TEN-SECOND spots arrive from the West Coast and are screened in New York. L to r: front row, Mr. Silliman; Mr. Christensen; Miss Relin; back row, Roger Greene, Philip Morris advertising director; Joseph Cullman III, executive vice president of Philip Morris, and Lou Berger, vice president in charge of marketing, Biow-Biern-Toigo.

FINISHED film print is prepared for projection by technician Raoul St. Pierre of WRCA-TV New York. Project "Turntable" now is a fully-developed commercial ready to tell its story in some 7½ seconds.

50,000 watt
Station
which gives you
BOTH!

WCKY . . . ON THE AIR EVERYWHERE ● TWENT

Daytime—

The Cincinnati Audience—
WCKY has **21%** of the Cincinnati Audience*

(6 am-6 pm. Mon. thru Fri.)

(The other 50kw station has only 11.5% of the Cincinnati Radio audience for the same period.)

•

•

Night Time—

The Outside Audience—
WCKY has an average nightly audience of 823,500 radio families**

(The other 50kw station has an average nightly radio audience of 843,000 families.)

•

WHEN YOU BUY CINCINNATI— BUY THE STATION WHICH GIVES YOU BOTH THE CINCINNATI AUDIENCE AND THE OUTSIDE AUDIENCE.

BUY WCKY

*Pulse; May-June '55
**Nielson.

For availabilities wire or phone collect

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6535

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY • SEVEN DAYS A WEEK

(Continued from page 35)

copy for the audio—was conceived, the agency sent its proposed commercial to Philip Morris for approval. This step completed, Biow-Biern-Toigo, which handled "Turntable's" production from beginning to end, asked for film studio bids. Universal-International studios in Hollywood was awarded the contract.

By late July, agency people who had worked closely on the project—including Messrs. Ambrose and Dworkow, and Miss Relin—flew to Hollywood. There, U-I people and Roger Greene, Philip Morris advertising director, joined with the agency staff in putting the commercial on celluloid.

At this phase of Project Turntable, all concerned were busy with casting, wardrobing and building of sets. Some 10 days of preparation were necessary for the Turntable ID and for the other Philip Morris commercials being filmed consecutively. Shooting on the commercials was scheduled for Aug. 1, 2 and 3.

For the "Turntable" project a simple set was constructed. Background was highlighted with the use of silk-like gauze material hung in layers with lighting employed to convey a somewhat shimmery but not ostentatious effect. The staging itself was simply a set with a turntable, which during the filming was pulled around with the use of "invisible" guy wires (to permit Miss Belinda to shut her mind to mechanical gimmicks and concentrate on the commercial).

A full motion picture crew was used, comparable in staff to that needed for a sequence filmed in a major feature. All film was black-and-white 35mm with about a 4 to 1 ratio of film shot to film used. Cutting, editing and copy revision were handled at the scene.

While rehearsal is important, most of the preparation time was spent on the casting, wardrobing, setting and for such unique problems as the built-up PM package. The latter was achieved by special art work in black-and-white and color corrected. Black and white packs comparable to the actual PM pack—both the new and the old—were photographed and placed on closed circuit to test reproduction. After finding which pack reproduced best, the film was blown up to a 36-inch height, which was found to be the best proportion to use next to the live model.

Once the film was completed, raw stock (or rushes) were screened. Other screenings were held both at the agency and at Philip Morris offices in New York. The timebuying phase, already set in motion, was continued.

As expressed by Philip Morris and its agency, the 10-second shared identification is perhaps one of the most important of the commercials in the campaign. It tells the Philip Morris story quickly and to the point. Its advantages over the 10-second shared ID that uses three-quarters advertiser message and one-quarter station identification on the screen include elimination of need for printing logos for every station to be used in the campaign; not as distracting to the viewer, and presents two full messages, one for the advertiser, the other for the station.

VIDEO: Camera opens on young man walking toward girl. He is serious.
AUDIO: (Announcer, voice over) When you step up to ask a girl for a dance, do you have confidence in yourself?

VIDEO: Camera dollies in for closeup of man. Gobo frames picture. He smiles.
AUDIO: . . . one thing that gives any man confidence is a neat personal appearance . . .

PREVIEW

WILDROOT CREAM-OIL DISPLAYS ROMANTIC BENT IN COMMERCIALS ON THIS WEEK'S 'ROBIN HOOD'

CONFIDENCE. That's the key to success, whether in business or romance.

And, "one thing that gives any man confidence is a smart, successful appearance."

And, "confidence in your appearance just naturally begins with well-groomed, healthy-looking hair."

That's the message of the commercials which make their tv debut tonight (Monday), when Wildroot Co. begins its alternate sponsorship of *Robin Hood* on CBS-TV to advertise Wildroom Cream-Oil Hair Tonic.

The opening commercial, a 40-second spot, begins with a view of a young man walking toward a girl. He is serious. But a closeup of his head, as the announcer says ". . . and neat appearance just naturally begins with the hair," and a flashback of him at home combing his hair in front of a mirror, with a bottle of Wildroot Cream-Oil on the shelf, pave the way for a picture of the young man dancing happily with the girl and for the final picture of a bottle and tube as the announcer concludes: "Wildroot Cream-Oil gives you confidence!"

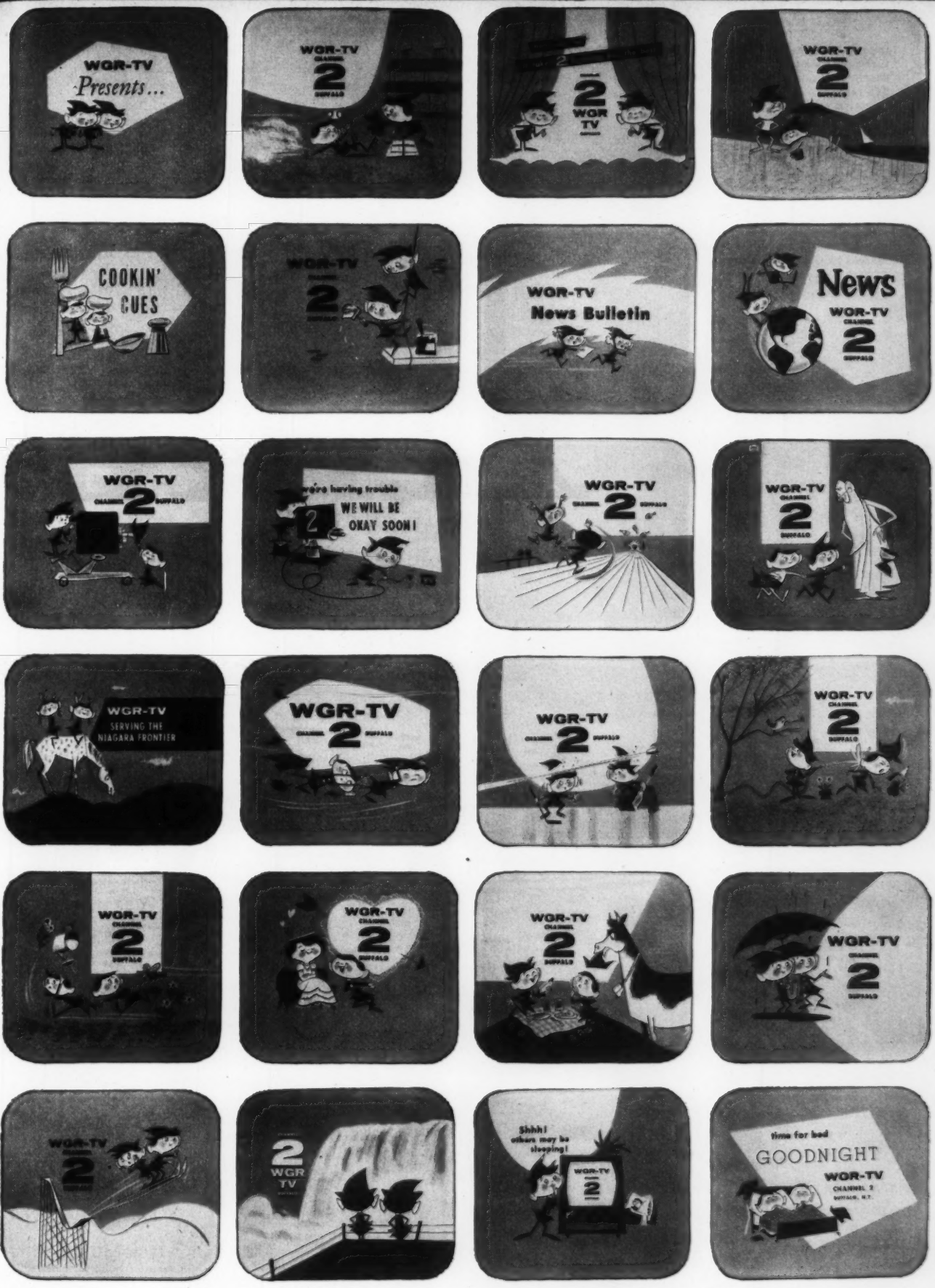
The second commercial, 80-seconds this time, shows how confidence, inspired by the smart, successful appearance of his Wildroot Cream-Oiled hair, helps him land the job he so seriously wants.

In medieval England, as *Robin Hood* shows, the way to success in love and the fight for human rights which was the main business of Robin and his band of outlaws was through a well-shot arrow or a well-wielded sword. In modern times, as the commercials prove, the way to success in love or business is through a well-groomed—a Wildroot-groomed—head of hair.

Film made by Elliot, Unger & Elliot
Supervisor: Art Bellaire, vice president in charge of tv commercials
Account executive: Gert Scanlan
Producers: Stuart Garner, Herald Douglas
Writer: Richard Davis
Agency: BBDO

VIDEO: DS to man seen before. Now he is in a "T" shirt, in front of a mirror and combing his hair. Wildroot Cream-Oil bottle is on shelf.
AUDIO: . . . healthy looking hair, the way Nature intended . . . neat, but not greasy. For that successful look that's so important . . .

VIDEO: Dissolve to same young man dancing happily with young girl.
AUDIO: . . . whether you're on a date, or on the job . . . every day use . . . Wildroot Cream-Oil!



THE STATION WITH A PERSONALITY

Not the oldest but... the Leader

Every month since WGR-TV went on the air,
it has carried at least 8 of the top 15 shows. (Pulse)

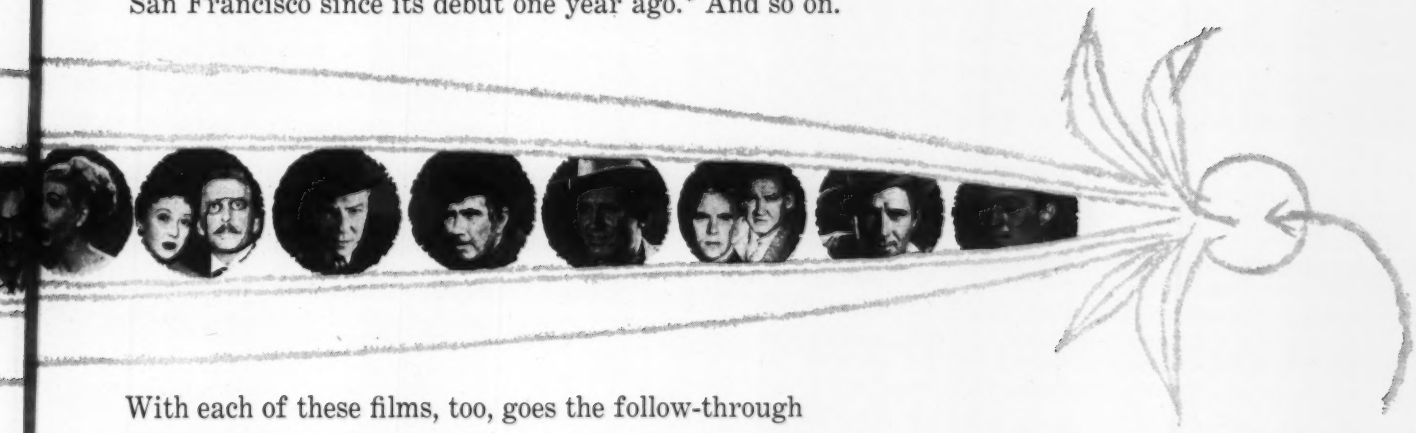
WGR-TV CHANNEL 2

184 Barton Street, Buffalo 13, New York

LONG JOHN SILVER *Robert Newton*
FABIAN OF SCOTLAND YARD *Bruce Seton*
SCATTERGOOD BAINES *Will Rogers, Jr.*
SAN FRANCISCO BEAT *Warner Anderson, Tom Tully*
LIFE WITH FATHER *Leon Ames, Lurene Tuttle*
BUFFALO BILL, JR. *Dick Jones*
RED RYDER *Allan "Rocky" Lane*
EYE ON THE WORLD *Walter Cronkite*
AMOS 'N' ANDY
ANNIE OAKLEY *Gail Davis*
THE GENE AUTRY SHOW
THE RANGE RIDER *Jack Mahoney*
THE WHISTLER
CASES OF EDDIE DRAKE *Don Haggerty, Patricia Morison*
FILES OF JEFFREY JONES *Don Haggerty*
HOLIDAY IN PARIS *Dolores Gray*
NEWSFILM, *a product of CBS News*

ALIKE?

No...but they all have a lot in common. Although one series may suit your particular sales needs better than another, *all* the films syndicated by CBS Television Film Sales are top quality audience builders. And *all* (except of course the brand-new releases) have run up impressive rating and sales records in markets across the country. For example . . . ANNIE OAKLEY's been the highest-rated show in its time period in Los Angeles every month since it first started in January 1954. GENE AUTRY is the highest-rated daytime strip in all Chicago television, month after month after month. THE WHISTLER's been the highest-rated program—by far—in its time period in San Francisco since its debut one year ago.* And so on.



With each of these films, too, goes the follow-through that's so important to stations and sponsors: professional merchandising and promotion... sales service... speedy, smooth-functioning distribution.

After calling CBS Television Film Sales for information on cost and availability in the sales areas of your choice, take your pick. You'll find these are the *best-looking* film shows in all television.

CBS TELEVISION FILM SALES, INC.

with offices in New York, Chicago, San Francisco, Detroit, Boston, St. Louis, Los Angeles, Dallas and Atlanta. In Canada, S.W. Caldwell, Ltd., Toronto.

**All data from ARB*

ALL YOU NEED'S A BEEPER PHONE

AND YOU'RE A LOCAL 'MONITOR.' HOW FOUR STATIONS DO IT

IF IMITATION is as sincerely flattering as the old saw has it, then those in charge of putting on *Monitor* for NBC Radio must certainly be flattered at the local variations of this 40-hour continuous weekend program that are springing up throughout the land. Their gratification, however, may be tinged with annoyance at the way these local *Monitor*-type operations are garnering listeners and advertisers in their communities.

One local variation on the *Monitor* theme is *Denver at Night,* launched Sept. 12 as a seven-hour weekday evening operation by KLZ, which broadcasts the program from 5 p.m. to midnight, Monday through Friday. Described by a Denver newspaperman as "a nomadic microphone reporting the pulse of a big city," *Denver at Night* covers the city—and the suburbs and the surrounding area—via "beeper" telephone for human interest stories behind the news of the day.

This local personal news service is not all there is to *Denver at Night.* The seven-hour daily airtime span also gives its listeners music, news, sports and three short CBS Radio Network programs. But the roving microphone, the "beeper" phone calls and the stories relayed back from the special *Denver at Night* radio telephone-equipped station wagon, which goes places which the telephone does not reach, make the program what it is. For example, take the program's opening night. On that initial seven-hour stint, producer-pilot Charles Roberts and his crew:

- Talked with the new Miss America (a Denver girl) and her parents by long distance telephone from the new Queen of Beauty's suite in Atlantic City.
- Eavesdropped while a group of Denver orphans said their goodnight prayers.
- Visited at a gas pump with the gas station attendant about a growing gas-price war in Denver.
- Aired direct reports on late conditions from the Denver police and fire departments.
- Chatted with a weather forecaster at the U. S. weather bureau.
- Talked with the radio-television editors of Denver's two daily newspapers, the men telling KLZ's audience about current conditions in London, where they are touring.
- Aired a conversation with the night watchman at Denver's newest skyscraper, the Mile High Center Building.
- Talked informally with the president of Time Inc., Roy Larsen, from the KLZ studios . . . then, after a lively musical selection, switched to a grocery store for a chat with a housewife doing her evening shopping.
- Heard a member of the Denver Bears baseball team tell about the heart-breaking loss of the final playoff game to the Minneapolis Millers.

In addition, KLZ proudly reports, the DaN crew "scooped both local newspapers three of the first five nights—properly forecasting that two of the three scoops would be the next day's front page headlines."

Originated by KLZ Manager Phil Hoffman, *Denver at Night* readily admits that it has taken the *Monitor* approach and given it a local angle suited to the Denver audience. Included in the seven-hour nightly broadcast are 75 minutes of *Party Line,* a KLZ program whose m.c., Starr Yelland, makes his telephone-mike available to all comers. "This show's success, commercial as well as listener, was the labor pains which actually led to the birth of *Denver at Night,*" KLZ states.

The new series caught on commercially even before it went on the air, the station says. "KLZ salesmen inked contracts for a 45-minute segment, five nights a week, the day of the opener; grabbed off a flock of spot participations the day after the first airing. One entire night was sponsored after the first week's run and encouraging reaction from advertisers and agencies indicate the remainder of the five days will go fast."

In Watsonville, Calif., KHUB's *Operation Hometown* is doing the same job for the audience of this 250 w station that NBC's *Monitor* does for the network listeners, according to Vic Rugh, KHUB's station manager. "*Operation Hometown* embraces everything," he says. "If Johnny Smith has a birthday party, KHUB calls him up, records him from the 'beeper' phone and wishes him the best of the day. When an accident happens, the staff member most available covers the event and reports in with the news.

"It's not just a programming gimmick," Mr. Rugh declares. "We may be strictly cornball but we feel that as a part of the community we should enter into everything. Naturally, it helps business because folks are afraid not to listen for fear they'll miss something."

WTTM Trenton, N. J., which calls its *Monitor*-type programming *Impulse,* has gone all the way with the new style operation, scheduling it daily from 6:30 a.m. until midnight, comprising all of the station's broadcast day except those periods committed to NBC.

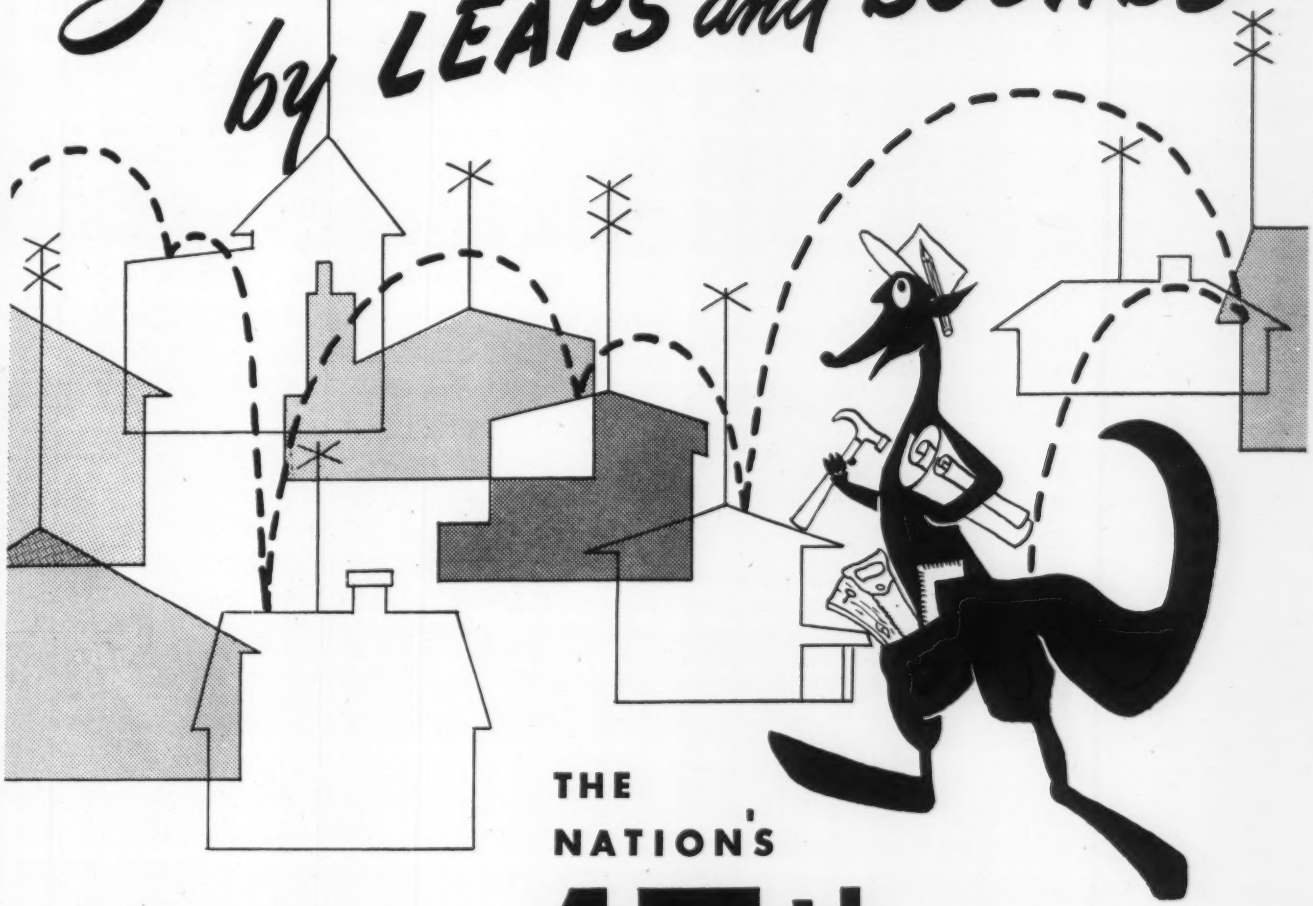
"We have tossed aside arbitrary time periods," Fred L. Bernstein, general manager of WTTM, said, "and will let the material determine how much time will be devoted to it on the air. The content will determine the form instead of the form determining the content."

Using remote pick-ups and telephone wires to get local news to its listeners first, WTTM during the first week of *Impulse* visited the office of New Jersey Gov. Robert B. Meyner; covered the capture of a murderer (scoring a four-hour beat on all competing media); was on the spot to report the results of the Delaware Valley United Fund; interviewed Miss Pennsylvania; talked to many citizens about flood relief and the peacetime uses of atomic energy; covered opening day at New Jersey State Teachers College; broadcast daily reports from the county agent, live weather reports from the U. S. Weather Bureau and several-times-daily stock market reports from the local office of Merrill Lynch, Pierce, Fenner & Beane, among other features. Music, news headlines, ball scores, weather bulletins and on-the-street interviews are interspersed with the *Impulse* specials.

Another New Jersey station, WCTC New Brunswick, on Oct. 1 inaugurated *Weekend,* which the station described as "a running show of news, sports, weather, human interest features, on-the-spot news reports and dance band pick-ups, with recorded music tying the segments together." Like the original *Monitor, Weekend* is a Saturday-Sunday proposition, running from 6:30 Saturday morning to 6:30 Sunday evening. Staffer Ray Wilson has been relieved of all other duties to cruise Central Jersey nine hours a day to tape human interest features and an additional "beeper" phone has been installed at headquarters.

AT TOP: KLZ personality Tom Carlisle does a Denver at Night *interview at the bank of beeper telephones in the station control room.*

San Diego is growing by LEAPS and BOUNDS



Out where the west grows fastest! That's San Diego... a market that spent $65,597,000 for Lumber - Building Materials and Hardware in 1954. In this category, San Diego is...

BIGGER-THAN

BUFFALO, N. Y., KANSAS CITY, MO., MIAMI, FLA., OR DALLAS, TEXAS

THE NATION'S

15th

MARKET in the sale of Lumber and Building Materials*

SEE YOUR PETRY MAN!

KFMB TV

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market

*Sales Mgt. Survey of Buying Power, 1955

now, 3rd series
is ready to
a great show

s of BADGE 714
prove again...
w stays great!

In market after market, BADGE 714, starring Jack Webb, delivers the biggest TV audiences in town for its sponsors, proving again and again that it's a *great* show.

As DRAGNET on network, the 39 exciting half-hour episodes comprising the third series of BADGE 714 chalked up an average national Nielsen rating of 44.7*. In the latest ratings of all ARB markets, the second series outrated 58 of 62 programs, network and local, in time-period competition.

And the latest Annual *Billboard* Poll of TV station managers, advertising agencies and sponsors again selected BADGE 714 as "the best non-network mystery series." Its star, Jack Webb, once again was named "best performer."

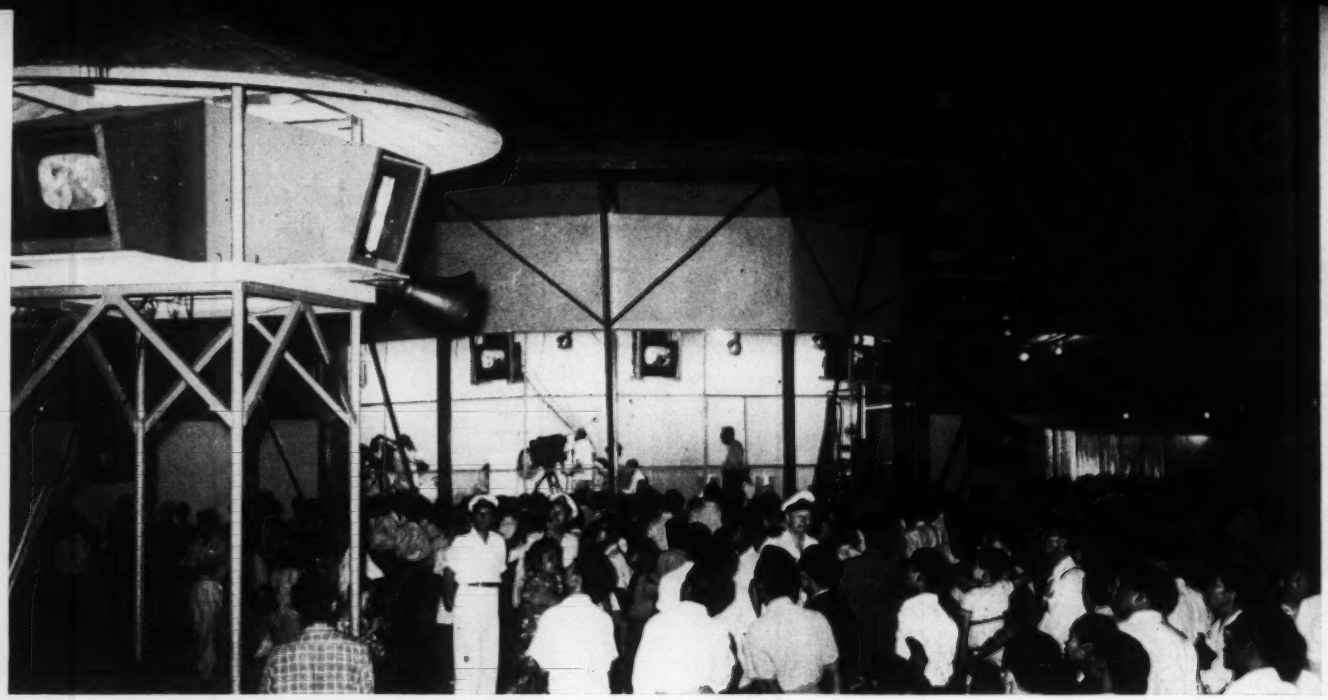
Great entertainment for audiences and great selling for advertisers – that's the way BADGE 714 adds up every time. And now, the third series is ready to do a great selling job for *you*. Sign up now for first-run syndication sponsorship in your markets. For availabilities, write, wire or phone

NBC FILM DIVISION

Serving *All* Sponsors... Serving *All* Stations

30 Rockefeller Plaza, N. Y. 20, N. Y. Merchandise Mart, Chicago, Ill. Sunset & Vine, Hollywood, Calif.

*Nielsen Television Index—September, 1954-May, 1955



THAT FIRST LOOK AT TV

U. S. IS PROVIDING IT AT TRADE FAIRS THROUGHOUT THE WORLD

"PARTICIPATION of the United States for the first time in the Pakistan International Industries Fair has enabled the people of Pakistan to view that dream invention of modern times—the television," wrote the *Morning News* of Karachi on its editorial page.

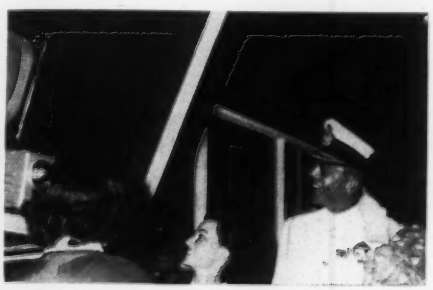
That was one reaction when the first major demonstration of television in the Far East was undertaken by RCA in cooperation with the International Trade Fair Program of the U. S. Dept. of Commerce. The purpose of the Trade Fair program, in the words of President Eisenhower, is "to tell adequately the story of our free enterprise system and to provide effective international trade promotion cooperation."

The tv demonstrations to the huge populations of the Far East will help tell graphically the story of the American way of life. The RCA exhibit is a feature of three international trade fairs being held from Aug. 18-through Dec. 15, at Djakarta, Indonesia; Karachi, Pakistan, and New Delhi, India. Judging by the vast turnouts thus far, it is expected that approximately 12 million Asians will see television for the first time during the expositions.

Already, Uncle Sam has taken the edge by a wide margin over the other nations exhibiting the results of their scientific, industrial and agricultural know-how and production. RCA has sent a team of 15 engineers and technicians to set up and operate many tons of equipment valued at more than $500,000. The demonstrations are held in specially designed and constructed pavilions, style in ultra-modern manner (glass front theatre), where fairgoers can watch live native talent perform on stage and at the same time see performances shown on any of the twenty-four 21-inch screen sets distributed around the grounds.

The demonstration tv programs are carried four to five hours daily, with each program lasting about 10 minutes. Because of the angle of the sun, the programs must wait until almost dark to get underway. A. Vance Hallack, television program director of the International Trade Fair, reports that shows don't start much before 6:30 each night and continue through 10:30 p.m. on weekdays and 11:30 p.m. on Saturdays. In view of the overwhelming popularity of television, the program is terminated a half-hour before closing time in order to enable officials to clear the fair grounds for the day.

Mr. Hallack said that "the most popular program in Indonesia was *Pak Kasur and Children*. Pak Kasur is the 'Uncle Don' of Indonesian radio fame. The children dance, sing and play 'angklungs', native bamboo instruments." He also reports that the rest of the program also is quite popular "as long as classic elements alternate with popular music." "See Yourself on Tv" is another big favorite. Puppet plays, Sumatran wrestling, Javanese dancing, harmonica quartets, etc., also are on the program, which is introduced by a Dave Garroway type walk-about show in Indonesian explaining how tv works.



GREECE's King Paul and Queen Frederika (r) see themselves on tv at the International Trade Fair in Salonika.

In Karachi, where the fair had been delayed a week (until Sept. 16) because the heavy damage wreaked by rains and the monsoon, the huge crowds at the American television show and viewing it on the sets scattered throughout the fair grounds created consternation among the other exhibitors of the 17 nations represented because of overflowing crowds. On opening day, when more than 50,000 persons saw the show, a *New York Times* dispatch reported that "Soviet representatives were obviously annoyed when their outdoor display of trucks and automobiles was blocked off by the backs of several hundred television fans."

The Office of International Trade Fairs also demonstrated television for the first time in Salonika, Greece (Sept. 4-25). King Paul and Queen Frederika were among the many thousands who thrilled to the "See Yourself" exhibit. The royal couple watched themselves on the monitor set of the DuMont closed circuit. Bradlee Smith, the fair manager, said regarding the tv exhibit, "The Greeks seem to love it and are constantly pausing, giggling and calling their friends to see them. With the exception of a few Americans, none of our visitors have ever seen television before."

Said Roy Williams, director of the Office of International Trade Fairs: "Television, along with the many other products on display at our main pavilions, is certainly helping us to tell global-wide the American story, or to 'roll up the window shades on American life'."

More

LOCAL

and More

NATIONAL

Advertisers use

WPEN

than any other station in

Philadelphia*

*Latest B.A.R. Reports, Inc.

Represented Nationally by Gill-Perna

(A&A continues from page 32)

PULSE REFINES METHOD WITH REVISITS OF HOMES

New move brings fuller data by listing those families not at home during first visit.

PULSE Inc. claims it has made a major move in refining its personal roster recall interview method and already has incorporated the procedure in its September radio-tv reports to subscribers. Details were released last week.

Basically, the new move is to revisit families who at the outset are not at home. Two additional visits—the first an hour later and the other at the end of the four-hour interviewing span that is Pulse's standard—are made before an alternate family "of equal status and characteristics" is included.

At the same time, Pulse's director, Dr. Sydney Roslow, said the sample used to derive its daytime radio ratings in Dallas and Fort Worth would be increased by a third this month. Pulse in its separate reports for the markets will give Monday-Friday radio ratings for daytime hours based on interviews with 1,000 radio families. Pulse also will issue six tv reports yearly for these two areas instead of the former four reports issued annually.

It was understood Pulse's move to reduce the "not-at-home" segment of its radio-tv reports was stimulated in part by the Advertising Research Foundation's ratings review committee, which released a recommended standards study last December. Reservations had been made on the accuracy and dependability of the sample and method because of this factor.

Pulse said it adopted the new procedure after careful pre-testing followed by a final, large sampling (9,249 contracts) in metropolitan New York. Accordingly, Pulse said, "revisits shrink the not-at-homes to a factor of insignificance, whether the interest is statistical only, highly critical theory, or pocket-book interest in knowing the correct audience data."

Pulse chose last July—a month when peoples' stay-at-home desires are at a low ebb and vacationing is at a high—to make its test "revisit" sample of metropolitan New York.

Pulse indicated that it expects that in months of average tune-in when increased viewing and listening of top programs swell the tune-in its reports will show only 5% or fewer homes not available via its spaced re-visits.

In its breakdown of the test survey, Pulse interviewed 70.3% of the home sample in the first round; 16.2% in the revisits, leaving only 13.5% not interviewed.

Miller Joins Grant Agency

APPOINTMENT of Gordon S. Miller, formerly vice president at Ruthrauff & Ryan Inc., to a similar capacity at Grant Adv. Inc., Detroit, was announced last week by Lawrence R. McIntosh, Grant executive vice president. Mr. Miller will serve as account executive on the newly - acquired Electric Auto-Lite Co. account, on which he worked at Ruthrauff & Ryan for 11 years, also in Detroit. The company uses both radio and television media.

MR. MILLER

IOWA, NEW JERSEY, RHODE ISLAND, TENN.

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers may clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

IOWA	Total Farms	Farms With Tv	% Farms With Tv
Adair	1,932	990	51.2
Adams	1,355	772	53.3
Allamakee	1,898	383	20.2
Appanoose	1,692	507	30.0
Auburon	1,661	1,100	66.2
Benton	2,434	1,596	65.6
Black Hawk	2,199	1,427	64.9
Boone	2,174	1,576	72.5
Bremer	1,917	730	38.1
Buchanan	2,218	1,080	48.7
Buena Vista	2,019	962	47.6
Butler	2,236	915	40.9
Calhoun	1,930	1,090	56.5
Carroll	2,045	1,307	63.9
Cass	1,984	1,316	66.3
Cedar	2,101	1,663	79.2
Cerro Gordo	1,988	1,032	51.9
Cherokee	1,765	1,112	63.0
Chickasaw	1,948	695	35.7
Clarke	1,260	626	49.7
Clay	1,783	655	36.7
Clayton	2,715	910	33.5
Clinton	2,518	2,045	81.2
Crawford	2,364	1,363	57.7
Dallas	2,123	1,498	70.6
Davis	1,535	364	23.7
Decatur	1,561	412	26.4
Delaware	2,177	1,030	47.3
Des Moines	1,394	817	58.6
Dickinson	1,204	318	26.4
Dubuque	2,042	981	48.0
Emmet	1,199	396	33.0
Fayette	2,818	1,195	42.4
Floyd	1,766	716	40.5
Franklin	2,076	1,306	62.9
Fremont	1,321	1,118	84.6
Greene	1,914	1,461	76.3
Grundy	1,765	1,066	60.4
Guthrie	2,045	1,193	58.3
Hamilton	2,046	1,518	74.2
Hancock	1,974	835	42.3
Hardin	2,021	1,391	68.8
Harrison	2,152	1,609	74.8
Henry	1,703	875	51.4
Howard	1,661	435	26.2
Humbolt	1,410	910	64.5
Ida	1,403	996	71.0
Iowa	1,939	1,165	60.1
Jackson	1,992	1,235	62.0
Jasper	2,696	1,802	66.8
Jefferson	1,601	555	34.7
Johnson	2,244	1,238	55.2
Jones	1,959	1,272	64.9
Keokuk	2,140	1,077	50.3
Kossuth	3,070	1,226	39.9
Lee	1,751	781	44.6
Linn	3,133	2,152	68.7
Louisa	1,199	858	71.6
Lucas	1,345	593	44.1
Lyon	1,878	740	39.4
Madison	1,857	1,131	60.9
Nahaska	2,320	746	32.2
Marion	2,106	1,071	50.9
Marshall	2,151	1,755	81.6
Mills	1,209	936	77.4
Mitchell	1,658	758	45.7
Monona	1,825	1,314	72.0
Monroe	1,317	436	33.1
Montgomery	1,397	967	69.2
Muscatine	1,713	1,362	79.5
O'Brien	1,948	1,030	52.9
Osceola	1,268	451	35.6
Page	1,824	1,110	60.9
Palo Alto	1,833	475	25.9
Plymouth	2,722	1,887	69.3
Pocahontas	1,907	770	40.4
Polk	2,329	1,788	76.8
Pottawattamie	3,330	2,610	78.4
Poweshiek	1,991	1,157	58.1
Ringold	1,544	584	37.8
Sac	1,894	1,125	59.4
Scott	2,030	1,590	78.3
Shelby	1,978	1,427	72.1
Sioux	2,842	1,151	40.5
Story	2,123	1,663	78.3
Tama	2,537	1,446	57.0
Taylor	1,839	912	49.6
Union	1,376	489	35.5
Van Buren	1,532	491	32.0
Warren	2,081	1,305	62.7
Washington	2,057	1,110	54.0
Wapello	1,610	516	32.0
Wayne	1,618	386	23.9
Webster	2,463	1,806	73.3
Winnebago	1,629	685	42.1
Winneshiek	2,580	615	23.8
Woodbury	2,784	1,930	69.3
Worth	1,463	632	43.2
Wright	1,855	1,256	67.7
TOTAL	192,933	105,809	54.8
RHODE ISLAND			
Bristol	100	70	70.0
Kent	319	246	77.1
Newport	444	350	78.8
Providence	819	652	79.6
Washington	322	211	65.5
TOTAL	2,004	1,529	76.3
NEW JERSEY			
Atlantic	1,279	1,012	79.1
Bergen	547	467	85.4
Burlington	1,835	1,431	78.0
Camden	658	575	87.4
Cape May	315	246	78.1
Cumberland	2,237	1,926	86.1
Essex	154	111	72.1
Gloucester	1,608	1,425	88.6
Hudson	52	43	82.7
Hunterdon	2,204	1,765	80.1
Mercer	828	662	80.0
Middlesex	1,070	978	91.4
Monmouth	2,486	2,146	86.3
Morris	1,023	847	82.8
Ocean	1,214	1,009	83.1
Passaic	314	255	81.2
Salem	1,478	1,225	82.9
Somerset	1,035	874	84.4
Sussex	1,021	754	73.8
Union	208	165	79.3
Warren	1,120	882	78.8
TOTAL	22,686	18,798	89.9
TENNESSEE			
Anderson	1,555	475	30.5
Bedford	2,299	871	37.9
Benton	1,035	115	15.0
Bledsoe	827	58	7.0
Blount	2,847	916	32.2
Bradley	1,430	306	21.4
Campbell	1,467	295	20.1
Cannon	1,503	390	25.9
Carroll	3,205	370	11.5
Carter	2,446	631	25.8
Cheatham	1,232	509	41.3
Chester	1,399	255	18.2
Claiborne	2,622	347	13.2
Clay	1,089	128	11.8
Cocke	1,451	309	12.6
Coffee	1,698	537	31.6
Crockett	2,607	801	30.7
Cumberland	1,549	207	13.4
Davidson	2,374	1,676	70.6
Decatur	1,046	61	5.8
De Kalb	1,527	520	34.1
Dickson	1,898	641	33.8
Dyer	2,653	1,097	41.3
Fayette	4,188	613	14.6
Fentress	1,464	119	8.1
Franklin	2,262	519	22.9
Gibson	4,880	1,337	27.4
Grainger	2,249	206	9.2
Greene	5,955	977	16.4
Grundy	596	120	20.1
Hamblen	1,558	260	16.7
Hamilton	1,908	787	41.2
Hancock	1,748	155	8.9
Hardeman	2,710	542	20.0
Hardin	2,008	149	7.4
Hawkins	3,646	527	14.5
Haywood	4,294	833	19.4
Henderson	2,423	300	12.4
Henry	2,503	417	16.7
Hickman	1,407	413	29.4
Houston	622	156	25.1
Humphreys	1,040	299	28.8
Jackson	1,884	392	20.8
Jefferson	2,084	346	16.6
Johnson	1,807	261	14.4
Knox	3,599	1,280	35.6
Lake	760	222	29.2
Lauderdale	3,368	989	29.4
Lawrence	3,200	550	17.2
Lewis	529	106	20.0
Lincoln	3,407	697	20.5
Loudon	1,400	351	25.1
McMinn	2,016	291	14.4
McNairy	2,599	502	19.3
Macon	2,409	721	29.9
Madison	3,594	852	23.7
Marion	894	145	16.2
Marshall	1,887	620	32.9
Maury	3,010	1,021	33.9
Meigs	684	103	15.1
Monroe	2,540	350	13.8
Moore	764	150	19.6
Montgomery	2,475	669	27.0
Morgan	908	192	21.1
Obion	2,488	667	26.8
Overton	2,194	349	15.9
Perry	715	62	8.7
Pickett	788	46	5.9
Polk	770	115	14.9
Putnam	2,544	572	22.5
Rhea	1,005	234	23.3
Roane	1,306	272	20.8
Robertson	3,002	1,412	47.0
Rutherford	3,441	1,398	40.6
Scott	1,016	76	7.5
Sequatchie	433	72	16.6
Sevier	2,577	466	18.1
Shelby	5,145	2,190	42.6
Smith	2,505	835	33.3
Stewart	1,134	237	20.9
Sullivan	3,499	1,083	31.0
Sumner	3,522	1,314	37.3
Tipton	3,906	1,523	39.0
Trousdale	847	260	30.7
Unicoi	954	120	12.6
Union	1,426	335	23.5
Van Buren	479	85	17.7
Warren	2,253	649	28.8
Washington	3,541	1,138	32.1
Wayne	1,447	85	5.9
Weakley	3,402	470	13.8
White	1,822	321	17.6
Williamson	2,669	1,094	41.0
Wilson	2,990	997	33.3
TOTAL	203,149	50,123	24.7

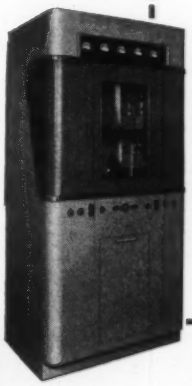
Cadillac on Blair Stations

PURCHASE by General Motors Corp. (for its Cadillac Motor Car Div.) of an expanded schedule of 40 announcements per week on each of the 42 radio stations represented by John Blair & Co. is being announced today (Monday) by Charles Fritz, manager of the Detroit office of Blair. The business, placed through McManus, John & Adams, Detroit, compares with a 24-announcement schedule per week on the Blair stations last year.

Collins 20V PERFORMANCE

TOPS ALL OTHERS!

Since the introduction of the One Kilowatt 20V, Collins has sold hundreds of these transmitters based on "Conservative, better than average" performance specifications. But broadcasters have found that the on-the-air characteristics are actually much better than originally advertised. As a result specifications have been revised to reality — *and the new 20V is guaranteed to outperform all others!*



NEW SPECIFICATIONS

FREQUENCY STABILITY
Deviation less than ±5 cps.
(Typical—Less than ±2 cps).

AUDIO FREQUENCY RESPONSE
Within ±1 db from 30 to 15,000 cps.
(Typical—±0.5 db from 30 to 15,000 cps).

AUDIO FREQUENCY DISTORTION
Less than 3% from 50-7,500 cps for 95% modulation, including all harmonics up to 16 kc.
(Typical—Less than 2½% from 50-7,500 cps, less than 2% from 100-5,000 cps).

CARRIER SHIFT
Less than 3%, 0-100% modulation.
(Typical—Less than 2%).

POWER DEMAND

0% modulation	2950 Watts
30% modulation	3250 Watts
100% modulation	4150 Watts

(83% Power Factor)

This guaranteed High Fidelity performance, coupled with the proven experience of Collins reliability and low-cost operation, easily makes the 20V *the outstanding buy of all AM Kilowatts.*

Your nearest Collins representative will be glad to send this brochure and complete price and delivery data.

COLLINS RADIO COMPANY | **CEDAR RAPIDS, IOWA**

COLLINS

261 Madison Avenue, NEW YORK 16, NEW YORK
1200 18th Street, N.W., WASHINGTON, D.C.
1930 Hi-Line Drive, DALLAS 2, TEXAS
2700 W. Olive Avenue, BURBANK, CALIFORNIA
Dogwood Road, Fountain City, KNOXVILLE, TENNESSEE
Petroleum Building, TALLAHASSEE, FLORIDA
COLLINS RADIO COMPANY OF CANADA LTD.
77 Metcalfe Street, OTTAWA, ONTARIO

a spectacular beginning

Television's new season of excitement opened with Helen Hayes and Mary Martin starring in "The Skin of our Teeth." Said the Newark News about this new NBC Sunday Spectacular, "The season is indeed off to a wonderful start." And the Detroit Times reported ". . . one of the most memorable shows in television's short history . . ."

Then on "Producers' Showcase" Frank Sinatra and Eva Marie Saint brought the warmth and beauty of "Our Town" into more than 12,000,000 homes. Martha Raye in NBC's great Tuesday night spot; Martin and Lewis on the Colgate Variety Hour; and Perry Como in his new Saturday night extravaganza all walked away from their competition. And no wonder. Each of these three shows reached at least 32,000,000 viewers — viewers who expect . . . and get . . . the biggest and best on NBC.

"Inspired . . . sensitive . . . imaginative"—Variety

"Magnificent achievement"—The New York Times

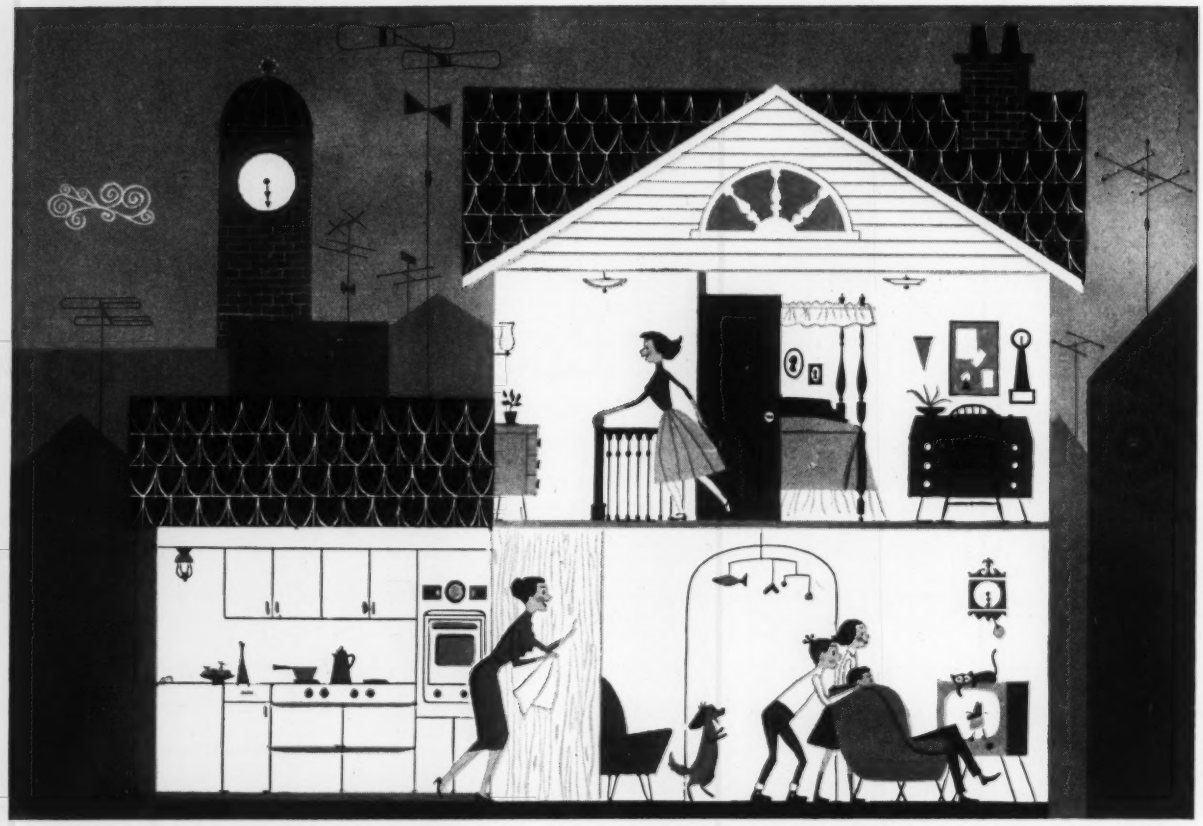
And this is only the beginning. A few of the big shows upcoming on NBC are: Max Liebman's musical version of "Heidi"; Jose Ferrer's production of "Cyrano de Bergerac" starring Mr. Ferrer; Maurice Evans' production of "Alice in Wonderland"; and "The Constant Husband" featuring Rex Harrison.

New programming ideas on NBC continue to open up profitable opportunities for *new* sponsors. NBC Matinee Theater, for instance. For the first time in television history, viewers will be able to see a live, full-hour, dramatic show in color and black-and-white, every day, five days a week — equal to the best that nighttime television offers. Advertisers who buy NBC Matinee Theater before October 31 can qualify for the money-saving Charter Client Plan. Like they say...

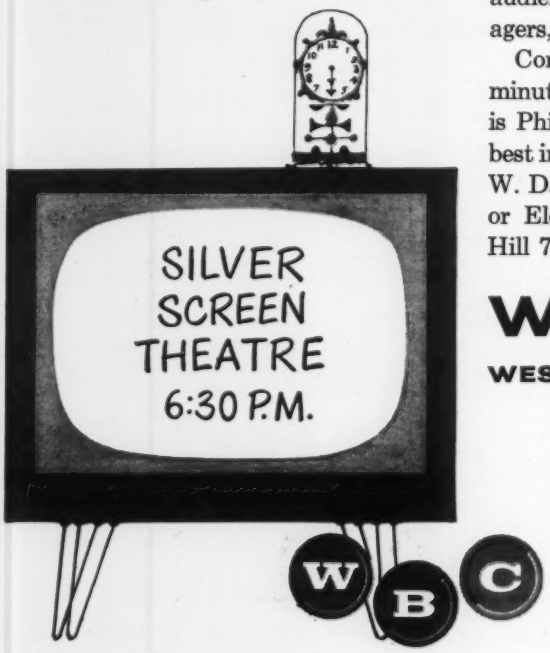
exciting things are happening on **NBC TELEVISION**

a service of RCA

"Happiest opening of the new TV Season"
—New York Herald Tribune "...rocked the viewers"—New York Daily Mirror "...socko all the way"—Variety



Philadelphia's Sunday Best!



Ever since August 14th, when WPTZ introduced "Silver Screen Theatre," more and more people are going to WPTZ for the *finest full-length feature films* ever seen on television in Philadelphia! Films like "Algiers," with Charles Boyer and Hedy Lamarr—"Pardon My French," with Paul Henreid and Merle Oberon.

At 6:30 on Sunday evening it's a family time and a family audience . . . two-thirds adults, one-third children and teen-agers, an amazing three viewers per set!

Commercials are carefully integrated, so that even a one-minute participation rates a big payoff. "Silver Screen Theatre" is Philadelphia's "Sunday best" in entertainment . . . Sunday best in advertising value. Get the complete scoop from Alexander W. Dannenbaum, Jr., WPTZ Sales Manager, at LOcust 4-5500, or Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808, New York.

WPTZ **First in Television in Philadelphia**

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

No selling campaign is complete without the WBC stations

CALIFORNIANS PLAN RADIO PITCH IN EAST

Southern California Broadcasters Assn. to show sound presentations to eastern agencies and advertisers.

THIS fall eastern advertising agencies and advertising executives will learn first-hand about radio's growth in Southern California, the market that is expanding at such a phenomenal rate [B•T, Sept. 19]. They will learn by radio's unique, intimate, effective means—the human voice and sound.

The Southern California Broadcasters Assn., representing 70 stations, is preparing an "ultraphonic" sound system of multiple speakers and an Ampex tape unit, to provide a "moving sound" experience for those listening to the live and partially recorded market story. The live portion will be delivered by Frank W. Crane, SCBA manager director, supported by recorded contributions from the people who are "radio" in Southern California.

Mr. Crane said the "moving sound" experience will be a new technique for an advertising presentation. It will be made to groups of about 40 persons with speakers throughout the room, he explained, indicating voicings and sound effects would range from speaker to speaker or in combination. No visual aids will be used, he emphasized, since radio will tell its story in its own medium and thereby prove its impact.

The SCBA presentation will be made in New York, Oct. 10-21; Philadephia, Oct. 24; Detroit, Oct. 27-28; Chicago, Oct. 31-Nov. 2; Portland, Ore., Nov. 9, at a combined meeting of Portland and Seattle Advertising Clubs; Los Angeles Advertising Club, Nov. 15; national conference of Public Relations Society of America, Los Angeles, Nov. 16, and San Francisco in early December. The Oregon Assn. of Broadcasters will fly a planeload of Seattle timebuyers to the Nov. 9 Portland session, he said.

Cites Radio's Usefulness

"We think all media are good, but radio is a little better for covering this area," Mr. Crane said, adding that SCBA is not selling against anyone else.

To emphasize the importance of autos in the region, most of which are radio equipped, Mr. Crane said less than 15% of the people going in or out of downtown Los Angeles use public transportation, while 67% use public vehicles in New York. "That's why they listen to the radio here to and from work instead of reading the paper," he said.

SCBA is active in taking the radio message to prospective advertising groups which have not used radio before. In addition the organization conducts a vigorous "listen to radio" consumer promotion through its members, using singing "commercials" developed by Song Ads Inc. of Los Angeles. Underway only since last December, the on-air promotion records have been solicited by more than 200 stations in other sections of the country, Mr. Crane said.

Also, SCBA acts as a clearing house for information on various public service organizations which seek free radio spots or programs. SCBA also keeps a personnel availability file and issues bulletins but does not offer a job placement or interview service because of limited staff. Mr. Crane is assisted at the headquarters, 6047 Hollywood Blvd. in Hollywood, by Louis Sanders and Constance Smithers.

Typical of the cooperative radio presentations SCBA has made this year are these firms and groups: Barker Bros. and May Co. (department stores), Southern California Advertising Agencies Assn., National Paint & Wallpaper Dealers Assn., 43 service and sales executives clubs, six advertising clubs and hundreds of calls on specific advertisers concerning special sales problems (both local and regional).

Advance Schedule Of Network Color Shows

CBS-TV

Oct. 4 (9:30-10 p.m. EDT) *Red Skelton Show*, S. C. Johnson & Son through Needham, Louis & Brorby and Pet Milk Co. through Gardner on alternate weeks. (Also Oct. 11, 18, 25.)

Oct. 6 (8:30-9:30 p.m. EDT) *Shower of Stars*, "Time Out for Ginger," Chrysler Corp. through McCann-Erickson.

Oct. 8 (7-7:30 p.m. EDT) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan. (also Oct. 15, 22, 29.)

Oct. 20 (8:30-9:30 p.m. EDT) *Climax*, Chrysler Corp. through McCann-Erickson.

Oct. 22 (9:30-11 p.m. EDT) *Ford Star Jubilee*, "Together With Music," Ford Motor Co. through J. Walter Thompson Co.

NBC-TV

Oct. 3-7 (5:30-6 p.m. EDT) *Howdy Doody*. (Also Oct. 10-14, Oct. 17-21, Oct. 24-28.) Participating sponsors.

Oct. 3 (12:45-4 p.m., EDT) World Series from Yankee Stadium, Gillette Safety Razor Co. through Maxon Inc. (Also Oct. 4.)

Oct. 9 (7:30-9 p.m.) *Color Spread*, "Show Biz." Participating sponsors.

Oct. 15 (2:45-5:30 p.m. EDT) NCAA Football, Notre Dame vs. Michigan State. Participating sponsors.

Oct. 17 (8-9:30 p.m. EDT) *Producers Showcase*, "Cyrano de Bergerac," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton.

Oct. 18 (8-9 p.m. EDT) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus Co. and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Oct. 23 (4-5:30 p.m. EDT) *Hallmark Hall of Fame* "Alice in Wonderland," Hallmark cards through Foote, Cone & Belding.

Oct. 29 (2:15-5 p.m. EDT) NCAA Football, Iowa vs. Michigan. Participating Sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

STICK WITH RATE CARD, KOBAK WARNS AGENCIES

Agencies and their clients were cautioned against being a party in offers of free time or similar deals which would undercut existing rates.

EDGAR KOBAK, station owner, business consultant and president of the Advertising Research Foundation, warned that accepting or encouraging offers of free time "can tear down something in the media business that is important to everybody." Mr. Kobak, featured speaker at the season's first luncheon meeting of the Advertising Agency Financial Management group, held last Wednesday at the Hotel Lexington, New York, said he was bringing up the free time issue in view of an unverified report that NBC-TV had offered bonus time to Revlon Product Corp. in attempting to wean the top-rated *$64,000 Question* from CBS-TV [B•T, Sept. 26].

Although sources involved in negotiations claimed time had been proposed in a tie-in, gratis deal, NBC executives vigorously denied the assertion [CLOSED CIRCUIT, Sept. 26].

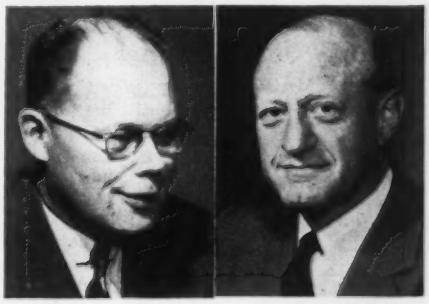
Mr. Kobak said that if the alleged free time offer by NBC were true, it could stir other advertisers on that and other networks to seek similar arrangements. It is "up to agency and advertiser financial people to stop such practices," he said, while it is for the media people "to stand by their rate cards." Below rate card selling, he asserted, "Breaks down confidence and respect in the media field."

In his talk, Mr. Kobak also said advertising agencies should remember that their copy departments are "the keys to financial success," since the advertising copy that is "sound" eventually will bring in the most revenue.

Other advice proferred by Mr. Kobak: Advertisers should think in terms of concentration in media rather than spreading their buys "too thin"—"the in and out buying practice is not as sound as the consistent-continuity method of media advertising"; advertisers need to think in terms of results rather than just spending money when times are good and money is "easy"; agencies ought to review their policies every year, and that a temporary "loss" in business is not always unhealthy because often it encourages sorely-needed review of management or financial policies.

Enders, Farrand Promoted

HARRY H. ENDERS, secretary and treasurer, has been elected vice president and secretary, and George N. Farrand, assistant treasurer, has been named treasurer of Young & Rubicam, Sigurd S. Larmon, president of the agency,



MR. FARRAND MR. ENDERS

has announced. Mr. Enders joined Y & R in 1936 and Mr. Farrand in 1948. Dwight F. Smith and Paul Muller were also named assistant treasurers of the company.

Hoag & Provandie Fills Four Executive Positions

BOARD of directors of Hoag & Provandie Inc., Boston, last week elected Paul H. Provandie president and Myron L. Eastwood treasurer, at a meeting called to fill executive positions vacated by the death of J. Paul Hoag [B•T, Sept. 19].

MR. PROVANDIE

Mr. Provandie is a co-founder of the agency, which was formed in 1947, and is immediate past president of the Advertising Club of Boston. He is 1st district governor of the Advertising Federation of America and current president of Broadcasting Executives Club of Boston. Mr. Eastwood has also been with the firm since its founding and became a vice president and general manager in 1954.

At the same time the board elected Langley C. Keyes executive vice president and William Van N. Washburn, vice president.

K. C. Advertising Parley Features Report by Weiss

EDWARD H. WEISS, president of Weiss & Geller Inc., Chicago, carried his agency motivational research campaign to the Kansas City Regional Advertising Conference last week.

Mr. Weiss told delegates Wednesday that "many products fulfill all of the advertising claims perfectly, but can't possibly fulfill the promises that buyers read into the ad as a result of their own buried desires." He urged advertisers to utilize motivational research techniques after purchase to test advertising claims against consumer experience with the product. Mr. Weiss alluded specifically to cosmetic advertising.

UpJohn Enters Network Tv

UPJOHN Co. makes its entry into network television Wednesday with a weekly 15-minute segment on NBC-TV's *Home* (Mon.-Fri., 11-12 a.m. EDT). The pharmaceutical house will be featured for 52 weeks during *Home's* Wednesday segment on medical news, featuring Author Howard Whitman's progress report for all fields of medicine. UpJohn's schedule of *Home* participations will present the institutional story of the pharmaceutical industry, with emphasis on the industry's rigid controls, its research undertakings and its system of distribution. William Douglas McAdams, New York, is the agency.

Mahoney Joins Hooper

JAMES A. MAHONEY has joined C. E. Hooper Inc., New York rating service, to participate in agency and station contacts. Mr. Mahoney was associated with Crosley Inc. in the early days of audience ratings, and later was with Mutual and ABC. More recently, he has done account work with Lennen & Newell, New York agency.

MR. MAHONEY

WRCA Signs Financiers

SIGNING of two financial advertisers for time over WRCA New York was announced last week by George Stevens, sales manager. Lee Higginson Corp., New York, has purchased a 13-week spot announcement campaign on the early-morning *Bill Cullen Show* (Mon.-Fri. 6:30-9:30 a.m.) to promote its mutual funds. Tomorrow (Monday) Shearson, Hammill & Co., New York, will begin sponsorship of *Today in Business* (Mon.-Wed.-Fri., 6:40-6:45 p.m.). Doremus & Co., New York, is the agency for both sponsors.

Craig, Sparks to Head Whirlpool-Seeger Sales

SALES functions of the newly-organized Whirlpool-Seeger Corp. [B•T, Sept. 19] will be administered under two new divisions—merchandise development and distribution—headed by John W. Craig, former RCA vice president, and Jack Sparks, respectively.

RCA, whose stove and air-conditioning branches were absorbed in the merger is represented with executives in various product groups.

Mr. Craig will be director of merchandise development for laundry, refrigeration, range and air conditioner appliances, each to include a general, product, assistant product, sales and sales promotion manager. Mr. Sparks is general sales manager for distribution. Also named to key posts were Roy Howard as merchandising manager; Harvey Weimer, formerly with Crosley-Bendix, as market research manager, and Austin Rising, of RCA, as general manager of the range and air-conditioning divisions.

Martin to Kenyon & Eckhardt

GERRY MARTIN, former director of sales for DuMont Television Network and before that executive contact man at Lennen & Newell and account executive at Geyer Inc., to Kenyon & Eckhardt, N. Y., as an account executive.

MR. MARTIN

Mr. Martin previously was with Duane Jones, in charge of television and radio, and assistant director, television department, William Esty.

Antell Buys on 200 Tvs

CHARLES ANTELL Inc. is introducing its new "super lanolin" liquid make-up with a $2 million network and local television campaign. Half-hour shows are being placed for 13 weeks on 200 tv stations covering all markets. The program features the Ern Westmore show, *Hollywood Backstage*. Jan Gilbert, head of timebuying for Product Services Inc., New York, agency for Antell, is placing the time.

NEW BUSINESS

Motorola Inc., Chicago set manufacturer, has signed as a sponsor for NBC-TV's new color program, *Matinee*, to be launched Oct. 31. Motorola will participate with a live color commercial each Friday for 13 weeks during the Mon.-Fri. hour-long dramatic series.

Norwegian Kippers, N. Y., through McCann-Erickson, N. Y., placing radio spot announcement campaign on West Coast power stations for 13 weeks.

Bristol Myers Co., for Sal Hepatica, has signed for sponsorship of the *Jimmy Wakely Show* on Columbia Pacific Radio Network effective Oct. 8, it was announced by Bert S. West, CPRN general sales manager. Contract is for 13 weeks through Young & Rubicam, New York. In fourth season, show is aired Saturday 7:30-7:55 p.m.

RENEWALS

Voice of Prophecy Inc., through Milton Carlson Co., Los Angeles, has renewed half-hour Sunday morning *Voice of Prophecy* on 285 Mutual and 146 ABC stations effective immediately. Annual budget for both networks runs about $450,000, the agency said. The program also is sponsored on some 50 independent U. S. and 17 Canadian stations, plus stations abroad.

A&A PEOPLE

George E. Simons, and **Robert Shirey,** account executives, Kenyon & Eckhardt, N. Y., have been elected vice presidents. Mr. Simons has been with the agency since last February. Mr. Shirey joined the firm in 1954.

Ralph C. Tanner, Mooresville Mills advertising and sales promotion manager, returns to Anderson & Cairns, N. Y., as vice president and account executive.

MR. TANNER

Arthur H. Baum, formerly advertising manager, Forest City Mfg. Co. (dresses), St. Louis, to Formfit Co. as advertising director.

Pat Kater, Elwood J. Robinson Co., Los Angeles, to Batten, Barton, Durstine & Osborn, L. A., as assistant in production department.

Fred J. Rapp, previously sales manager of consumer products, Phenix Foods Co., appointed assistant national cheese products sales manager for parent Kraft Foods Co.

Dick Bruce, tv personality with WLWT (TV) Cincinnati and WDSU-TV New Orleans, to O. W. Joslyn Adv. Agency, New Orleans.

Robert D. Nicolin named account executive, Ruthrauff & Ryan Inc., St. Paul. Mr. Nicolin formerly operated his own agency.

Hugh R. Dunbar, formerly public relations-sales promotion manager, WFIE (TV) Evansville, Ind., named director of newly created Public Relations Div. at R. Malcolm & Assoc., same city.

Robert S. Spaeth, formerly vice president of advertising, General Mills Ltd., appointed group head for client service department, McCann-Erickson Inc.

...so we hired a cement mixer to shuffle the mail!

81,754 letters in 8 hours!

Nearly ½ million entries in 10 sizzling days!

This is the kind of action KNX Radio can deliver *now*.... 1955!

Less than two weeks before last September 10, the day on which KNX Radio celebrated its 35th Anniversary, the station invited listeners to enter its Birthday Bonanza of entertainment and prizes. To enter, listeners simply sent in their names and telephone numbers.

Hundreds of thousands of ears perked up... and so did the thermometer! The mercury hit a frying-hot 110 degrees and hovered there throughout the ten days in which KNX promoted its Birthday Bonanza.

In spite of this record breaking heat wave, KNX Radio received just short of 500,000 entries, including a whopping 81,754 letters and cards in a single 8-hour day!

KNX got so much mail, in fact, that it had to rent a gigantic transit cement mixer to shuffle the mail before each contest drawing.

Why all the excitement? KNX's BIRTHDAY BONANZA was *BIG*. $65,000 worth of prizes. Eighteen hours of programming that covered Southern California from man-in-the-street to man-in-the-money, from sea bottom to cloud top.*

Yes, the KNX Anniversary was something special. But then, KNX is always special. KNX is the Southern California station most people listen to most often... reaching 84% of all Metropolitan radio families in a week, 45% in just one day.**

Got something to sell? For special results, let KNX sell it in its own special way!

KNX RADIO LOS ANGELES

Southern California's first station in 1920. First in every way in 1955.

50,000 WATTS • CBS OWNED • REPRESENTED BY CBS RADIO SPOT SALES

**Solidly sponsored.*
***Cumulative Pulse Audience.*

SARNOFF MAY TESTIFY AT 16MM TRIAL

Federal court in Los Angeles continues as site of hearing regarding certain movie producers' alleged restraint of film distribution.

ALTHOUGH cautioned by Federal District Judge Leon R. Yankwich in Los Angeles last week not to divulge prospective witnesses, the government this week is expected to commence calling movie and tv industry figures in an effort to prove its charges that certain major film producers conspired to keep 16mm feature films from tv and other non-theatre distribution.

Among those said to be on the list to be examined by Justice Dept. counsel are Brig. Gen. David Sarnoff, RCA, who gave a deposition in the case earlier [B•T, July 25, June 27]; Frank Stanton, CBS; George Nasser, film producer; Sidney Schreiber, New York secretary of Motion Picture Assn. of America; Eliot Hyman, film broker; and Charles Weintraub, head of Quality Films.

There was no hint who may be called as first witness. Oral testimony may commence Tuesday if the Justice Dept. attorneys by then have finished introducing some 1,000 letters and other movie and tv industry documents said to support the government's charges.

Sixteen millimeter antitrust proceedings were undertaken by the government against several of the big movie producers and exhibitor associations in 1952. The court trial began on the West Coast a fortnight ago [B•T, Sept. 26]. On the eve of the case before Judge Yankwich three of the defendant producers signed consent decrees whose terms include eventual release of 16mm features to tv. These were Republic Pictures and its subsidiary, Republic Production Inc.; Films Inc., pioneer 16mm distributor, and Pictorial Films Inc.

Defendants remaining in the historic case include Twentieth Century-Fox Film Corp.; Warner Bros. Pictures Inc. and distributing subsidiary; RKO-Radio Pictures Inc. (now owned by General Teleradio Inc., major radio-tv operator); Columbia Pictures Corp. and subsidiary Screen Gems Inc., and Universal Pictures Co. and subsidiary United World Films Inc. "Co-conspirators," named by the government in its complaint are Theatre Owners of America Inc., and a half dozen regional exhibitor groups. MGM and Paramount Pictures Corp. are not defendants in the case because they do not make 16mm prints of their features for domestic distribution, the court was told.

The Sides

The Justice Dept. case is being presented by Samuel Flatow, special assistant to the Attorney General. Homer I. Mitchell is counsel for Twentieth Century, Warners and Universal. Macklin Fleming is attorney for RKO, Columbia and Screen Gems.

The film industry attorneys petitioned the court last week to refuse to accept many of the government's documents on the grounds that they are incomplete, constitute hearsay, or are not relevant.

During argument over the admittance of the documents, movie attorneys through Judge Yankwich asked the Justice Dept. counsel if it is the government's position that the film industry must release films to tv. Mr. Flatow replied, "If it is part of the plan to keep film from being competitive with theatres, we say that its your duty to make the film available" to tv.

Judge Yankwich commented to defense counsel that the government's attorney "will make a public utility out of you with a vengeance. I don't know who is going to control your rates."

"The government, if they can have their way," Mr. Mitchell interjected.

Later Judge Yankwich expressed the view that possibly 50% of the government's documents may not be admissible. He will rule on them later after he has read them, he advised.

MCA-TV Opens Branch And Realigns Executives

REALIGNMENT of staff responsibility at the executive level of MCA-TV Film Syndication Division was revealed last week by Wynn Nathan, vice president in charge of sales, coincident with the announcement that the division has opened an office in Tampa, Fla.

Highlighting the personnel changes was the promotion of Dale Sheets to the new post of director of regional sales for the western division under Robert Greenberg, vice president in charge of sales for the unit. Mr. Sheets has been assistant national sales manager for MCA-TV, Film Syndication Division.

In other moves, Noel K. Rubaloff, associated with MCA-TV for the past three years, was named administrative assistant to the vice president in charge of sales and Robert P. Riley, who has been assistant to Mr. Rubaloff, has been placed in charge of producer relations.

MR. SHEETS MR. RUBALOFF

Robert Montgomery, previously with the World Broadcasting Co., was named manager of the new Tampa office, which will cover Florida, Southern Georgia and Southern Alabama. MCA-TV currently has 26 offices throughout the world handling syndicated tv films.

As part of another development, Jules C. Stein, chairman of the board of MCA, announced a series of distribution of common stock, representing ownership of the MCA companies. The new allocations of stock went to the following 11 officers of various MCA companies: David Baumgarten, James K. Breyley, Carl F. Hiecke, Freddie Fields, Edwin K. Greene, Richard Irving, Jay Kanter, Dan Patrick Kelley, Bernard Rubin, George Stern and David Sutton. Among those named to the board of directors of MCA-TV Ltd. are Lou Friedland, M. C. Levee Jr., and Mr. Nathan.

RKO Pictures, Atlas Corp. Heading for Widening Merger

RKO PICTURES Corp., former parent of RKO Radio Pictures Inc., which is now owned by General Teleradio Inc., seemed headed last week for a widening merger. Plans, as released by Floyd S. Odlum, president of Atlas Corp., call for a consolidation of Atlas, RKO Pictures, Wasatch Corp., Airfleets Inc., San Diego Corp. and Albuquerque Associated Oil Co., and possibly still others. This six-company (or plus) combination was under study by directors of the respective firms.

RKO Radio was sold in July to General Teleradio for $25 million by Howard Hughes, who had acquired the subsidiary only a year before for $23.4 million [B•T, July 25]. That purchase vaulted General Tire & Rubber Co. into Hollywood's big five feature film producers and established General Teleradio in a more powerful position in the tv industry.

Mr. Hughes, in selling RKO Radio, retained an almost $8.5 million stock investment in RKO Pictures. He had originally purchased a controling interest in the former parent company from Atlas.

Screen Gems Report Shows Wide Use of Firm's Films

SCREEN GEMS, Columbia Pictures subsidiary, reported last week that of 407 tv stations in 267 U. S. tv markets, all but 27 stations carry one or more of its programs. Survey, released by the tv film company, also showed that at least one Screen Gems program is seen weekly in every television market throughout the country except Yuma, Ariz. Furthermore, while in some markets only one Screen Gems series is seen weekly, others, such as New York, have at least ten telecasts during any seven-day period.

"This is a remarkable record to establish in so short a time," said Ralph M. Cohn, vice president and general manager. "Three years ago, the first Screen Gems network program, *Ford Theatre*, was telecast over 59 NBC stations. Today, 380 tv stations in the U. S. are carrying at least one of our series. . . ."

Screen Gems programs in the study were: *Ford Theatre, Father Knows Best, Adventures of Rin-Tin-Tin, Damon Runyon Theatre, Tales of the Texas Rangers, Captain Midnight, The Patti Page Show, Your All-Star Theatre, Top Plays of 1955*, and *The Big Playback*. The company plans to add two new programs to its list this fall: *Jungle Jim* and *Falstaff Celebrity Playhouse*.

UPA Adds Four to Work On New CBS-TV Program

JOHN WHITNEY has joined United Productions of America, Burbank, Calif., to direct a musical sequence of UPA's color cartoon program now in production for CBS-TV. He recently completed the engineering and development of a low cost 16mm continuous motion picture processing machine to be marketed soon.

Other additions at UPA are Sidney Peterson, formerly with the Museum of Modern Art, to write a series of storyboards on contemporary painters and their work to be used in new show; Gerald Ray, signed to direct "Dusty of the Circus" for UPA's new CBS-TV show, and Jack Fascinato, composer and arranger for the *Tennessee Ernie Show*, has been signed to do the score for a four-minute animated film which will be a sequence of UPA's all cartoon program.

FILM SALES

Sale of the *Steve Donovan, Western Marshal* tv film series to Quality Bakers of America for five markets was announced last week by Jake Keever, national sales manager of the NBC Film Div. The half-hour series has been sold to Regan Bros. Bakery for Minneapolis; Stroeh-

"biggest thing since beer in cans"

"How do I know?" asks Pat Mahoney, genial stirrer and shaker at Cincinnati's famous Gourmet Room. "I've got *ears*, haven't I? Why do you think all these guys keep saying it, if it isn't so? Why do they keep putting their clients' money on WABI and WABI-TV if *that* isn't the best mixed combination in the State of Maine?"

He's nobody's patsy, this fellow! Knows the score in a rough game where the final score is all that counts! And whether *your* game is the selling of suds (in flakes or bars – or by bottles or cans) . . or any of the countless other products a red-blooded American market area consumes . . this radio-TV key can unlock the multi-million dollar purse-strings of seven jumbo counties in the most important part of Maine.

Beer in cans was a vibrant discovery. But sales in mid-Maine is no less vital to a well-rounded pattern of progress. And you *can't* attain it . . you *can't* sell efficiently in this bellwether state . . without the help of its foremost media– WABI (via radio), WABI-TV (via television).

Like beer and pretzels, they click!

wabi AM TV

Represented by: George P. Hollingbery – Nationally
Kettell-Carter – New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

man Bros. Co. for Altoona, Pa., and Purity Baking Co. for Champaign-Urbana, Rockford and Peoria, Ill.

FILM DISTRIBUTION

Craftsman Films Inc., N. Y., has obtained national distribution rights to *Bud Wilkinson Show,* 39 quarter-hour films of interviews with sports figures and action footage. Series is produced and narrated by Mr. Wilkinson, coach of the U. of Oklahoma football team.

Films of the Nations Distributors Inc., 62 W. 45th St., New York 36, has available for free loan 16mm black-and-white and color films on France, produced by D.P.M. Productions Inc., N. Y., in cooperation with French Government Tourist Office. Included are "Holiday in France" (13½ minutes running time) and "Landmarks of France" (4½ minutes).

Bray Studios Inc., 729 7th Ave., N. Y., has available for rent or purchase 11½-minute, sound, 16mm black-and-white film, "The Doctor Examines Your Heart," presenting story of heart examination.

FILM PEOPLE

John Whitney, experimenter in the field of abstract cinema, has joined United Productions of America, Burbank, Calif., and will direct a musical sequence of UPA's color cartoon program for CBS-TV. Others who have been assigned to the tv program are **Sidney Peterson,** writer; **Gerald Ray,** animation director, and **Jack Fascinato,** composer and arranger.

Jack R. von Maur, formerly with McCann-Erickson marketing services dept., elected executive vice president, Depicto Films Inc., N. Y. Mr. von Maur's main activities will be in the formulation and development of visual sales training and promotional programs.

MR. VON MAUR

Holman Faust, Encyclopedia Britannica Inc., appointed director of sales promotion and promotion. **William H. Houghton** is now sales promotion manager of that firm.

Richard Fischer, program operations manager of WJBK-TV Detroit, to Interstate Television Corp., Allied Artists Pictures Corp. subsidiary, as Canadian division manager in new Toronto branch.

Jack Davis, formerly independent producer, appointed production supervisor at Transfilm Inc., N.Y., producers of films for industry and tv.

MR. DAVIS

Gerard Pick, formerly film supervisor at NBC, to Animated Productions Inc., N. Y., as head of industrial film division.

Stan Smith, account executive, Official Films, N. Y., promoted to newly-created post of New York sales manager.

NEED FOR INDUSTRY SELF-DISCIPLINE CITED AT NARTB NEW ORLEANS MEETING

President Fellows points to rate situation as one area that should be adjusted. Regional meeting also endorses move to change name back to National Assn. of Broadcasters.

BROADCASTERS must clean up their rate practices and improve program service if they are to hold the confidence and attention of the public, NARTB members from seven states were told last week in New Orleans as the association held the third of its autumn series of regional meetings.

NARTB President Harold E. Fellows led the move to overhaul industry service, calling the "deplorable state of radio rates" one of broadcasting's "trouble spots."

The third regional meeting of the series, covering seven states, found attendance totaling 183 compared to the 162 persons who registered at the dist. 5-6 meetings in 1954. The 1955 figure can be increased to roughly 215 for purposes of comparison because staff and associated members delegates were counted twice under the district meeting procedure.

Mr. Fay contended telecasters, as trustees of one of the world's most powerful forces, must recognize legislative efforts to censor the medium. He referred to the Senate subcommittee proposal for the presidential commission to investigate all media, including tv, as "a sobering development."

He recalled that a few years ago NAB encouraged and promoted formation of local citizen councils to confer regularly with local stations, an idea that was successfully carried out in Rochester, "Broadcasters do not need new legislation to show them how to perform their moral obligation," he said.

Members of the national tv council would consult intermittently with the association, under Mr. Fay's plan. Membership should include outspoken critics of tv, he suggested, adding telecasters should be "gratified" rather than dismayed at the interest in the medium. He added, "a citizens council would keep us as an industry alert to the challenges and criticisms directed at us."

The resolution proposing to change NARTB's name back to National Assn. of Broadcasters

DIRECTORS and state association heads at NARTB regional meeting in New Orleans (l to r): **TOP:** Harold P. Danforth, WDBO Orlando, Fla.; John M. Outler, WSB Atlanta; Edgar B. Stern Jr., WDSU New Orleans; L. B. Tooley, KXAR Hope, Ark. **BOTTOM:** William Fay, WHAM-TV Rochester; Glenn C. Jackson, WAGA Atlanta; Owen F. Uridge, WQAM Miami; Henry B. Clay, KWKH Shreveport, La., host director.

All three regions have voiced approval of the regional meeting idea in their resolutions. As at Chicago and Saranac Lake, N. Y. [B•T, Sept. 26], some individual delegates felt the areas covered were too large—Florida to Arkansas in the case of last week's meeting.

Developments last week included these:

- Unanimous approval of a resolution calling for a poll of NARTB membership in a proposal to change the name back to National Assn. of Broadcasters.
- Proposal for creation of a national citizens tv advisory council, offered by William Fay, WHAM-TV Rochester, an NARTB tv director.
- Agreement that rapid growth of the state association structure is strengthening the industry's legislative and regulatory position.

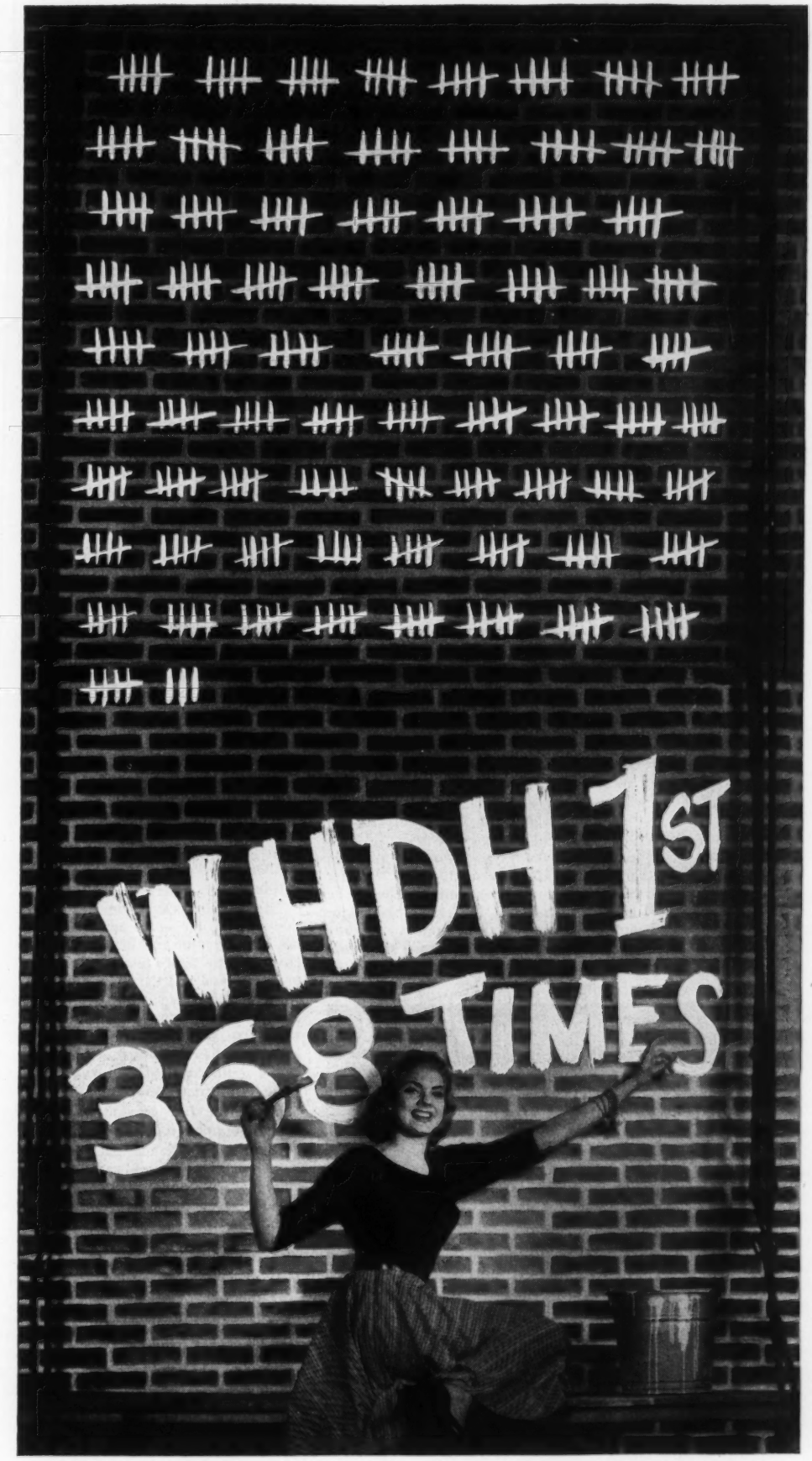
President Fellows' terse talk about rate card practices came during a philosophical speech labeled "The Case of the Stricken Conscience." In urging broadcasters to take a look into the future, and think in terms of the "legacy" they will leave, he chided them for having allowed their rate structures to deteriorate since World War II, a period in which they should have been raising rates and sticking to rate cards.

grew out of a stand taken by the Georgia Assn. of Broadcasters at its August meeting. Author of the idea was Wilton Cobb, WMAZ Macon, Ga. The action was explained by Glenn C. Jackson, WAGA-TV Atlanta, managing director and vice president of Storer Broadcasting Co., who submitted one of the seven state association reports made to the regional membership.

Other resolutions thanked FCC Comr. Richard A. Mack, banquet speaker, and other program participants, urged support of the Crusade for Freedom, advocated uniform time as one of the industry's pressing problems and urged vigilance by state associations in watching for legislative restrictions on news and advertising.

Members of the resolutions committee were F. C. Sowell, WLAC Nashville, Tenn., chairman; Ted Eiland, WJNO-TV Palm Beach Fla.; L. B. Tooley, KXAR Hope, Ark.; L. H. Christian, WRFC Athens, Ga.; W. Emmett Brooks, WEBJ Brewton, Ala.; Granville Walters, WAML Laurel, Miss.; T. B. Lanford, KRMD Shreveport, La.

State association reports were given Thursday



When you count every rated quarter hour —

When you count all the audience —

*here's how Boston radio stations line up in all 500 rated quarter hours:**

WHDH first 368 times

Station B (network) first 128
Station C (network) first 8
Station D (network) first 4
Station E (Independent) first 2
Station F (Independent) first 1
Station G (network) first 0

(Eleven duplications make total 511)

P.S. WHDH First or Second in 486 out of 500 rated quarter hours.*

**Pulse of Boston Total Audience — Monday through Sunday — 6:00 AM to 12:00 Midnight — July-August 1955 — 500 rated quarter hours*

WHDH First 73.6% of the week — First or second 97.2% of the week

Complete breakdowns by quarter hours available — Ask your John Blair man.

WHDH

850 on the dial
50,000 watts
BOSTON

Represented Nationally By John Blair & Company

by Mr. Jackson, as president of the Georgia group; Richard B. Biddle, WOWL Florence, for Alabama; Mr. Tooley, for Arkansas; Harold P. Danforth, WDBO Orlando, for Florida; Edgar B. Stern Jr., WDSU-AM-TV New Orleans, for Louisiana; Mr. Walters, for Mississippi on behalf of Ray Butterfield, WLOX Biloxi, vice president of association, and Mr. Sowell, substituting for Henry W. Slavick, WMC Memphis, Tennessee president.

The deplorable state of radio rates is one of the "trouble spots" in broadcasting, Mr. Fellows said, explaining the "fast deal" hurts the entire industry. Alluding to the legacy theme, he added, "You will have some explaining to do in your last will and testament."

He contended one of radio's main troubles is not "over-commerialization" but rather a widespread trend toward underselling or underpricing of the product in relationship to the earning potential. He said rates have always been too low, and should have gone up along with increases in all other industries. Failure to do this, he said, led to such devices as special saturation deals, frequency discount manipulations and similar practices.

"We are only able to survive," he said, "because of ingenious methods of reducing cost of operation: Simplifying programming, remote control, competitive music licensing, and fewer personnel." If radio rates had reached "a reasonable plateau" before tv, they would have stayed there, he said, charging "too many of us are operating in 1955 on a 1935 concept of charges."

Mr. Fellows cited examples of broadcasters who have analyzed their markets, modernized methods, improved programming and scrutinized advertising acceptance, with remarkable increases in revenue. He told of cases where study of personnel and their capabilities, plus incentives and juggling of duties, have brought beneficial results.

Winding up with the legacy theme, he said "You are building not alone a business enterprise, but an institution which will survive you —an important, even an essential, institution which will devote itself in the years ahead to the free people of a free nation. What will you leave to those who take up the assignment when you must lay it aside? A small and boisterous noise, slightly run down, in need of a coat of paint, a coat of culture, and a mathematician to figure the rates? Or a proud business enterprise that is a force in the community where you lived?"

Mr. Cobb reminded broadcasters that they are required by law "to charge fixed maximums or less for political time," and added that there is no such restriction on newspapers. He cited other special legislative and regulatory problems facing broadcasters, mentioning lack of free access to public events and the proposals to ban beer and wine advertising as well as to regulate the length of commercials.

Criticizing writers who tell about "the sorry plight of radio," he said they are "extremely short of facts" and said much of this bad publicity comes from "what they know that isn't so."

The rate problem drew this comment from Mr. Cobb: "Some of us still cling to antiquated rate cards, laden with rules and regulations which completely confuse advertisers and often perplex our own salesmen."

Neglect of radio by operators who spend all their time worrying about their video problems led him to wonder "what the combination radio and tv owner would think of the latest round of network rate cuts were he operating only a radio station, rather than being dependent on a choice network affiliation for the success of his tv operation."

He urged radio stations to modernize their operations. "Sales techniques have not changed with our medium in many cases," he said, describing radio as "the one medium best equipped to offer the advertiser the most for his money."

Radio does "many things better than tv," he said. "Tv has virtually boycotted the field of good music, its unwieldiness prohibits more than token coverage of local and regional sports, and survey after survey and study on study proves conclusively that both men and women prefer their news on radio rather than television. Music, news and sports—the very vitals of radio."

Frank Atwood, WTIC Hartford, Conn., farm director and president of National Assn. of Television & Radio Farm Directors, said farm programs are good revenue producers and told of the value of specialized crop and weather reports. New farm listeners are appearing, he said, as people move farther from their jobs and into suburban and rural homes. "If they have one apple tree in the backyard they consider themselves farmers," he said.

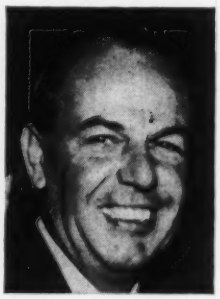
NEW ORLEANS delegates were (l to r): Henry Poellinitz Johnston, WAPI-WABT (TV) Birmingham; Henry W. Slavick, WMC-WMCT (TV) Memphis; M. K. Vickrey, SESAC; E. Newton Wray, KTBS Shreveport, La.; Howard Connors, ASCAP; Lee Ruwitch, WTVJ (TV) Miami.

RADIO-TV CAN HELP COMMISSION—MACK

FCC commissioner tells NARTB New Orleans meeting that industries he has regulated have usually worked out their own solutions and submitted them to agencies involved.

FCC Comr. Richard A. Mack believes regulatory agencies and regulated industries can cooperate in working out their common public service problems, he told the NARTB regional meeting at New Orleans Thursday.

Comr. Mack made his industry bow at the meeting and gave his first public expression of radio-tv regulation since assuming office three months ago.



MR. MACK

"You have the newest regulated industry," he said. I've been in the regulating business nine years. I don't think you have anything to fear. AT&T has been subject to 48 regulatory agencies. They've lived.

"No American likes to be regulated. Unfortunately, Congress sometimes passes laws — also state legislatures. Sometimes laws are hard for the agencies and industry to work with. The result is the industry's confused, the agency's confused. Don't forget, the ICC was created in 1887 to regulate the railroads and only two railroads have not gone through bankruptcy—Atlantic Coast Line and the Richmond-to-Washington line (RF&P).

"You have a lot of problems—uhf, vhf, pay tv and I could name several more. Next year you will have problems just as serious as those you have now.

"It's my experience in the regulatory field that you people come up with the answers—not the regulatory agencies, but industry. You have got to figure out the answers to these problems and tell the regulatory agency. You work in this thing every day. I have experience in the trucking industry, railroads, power, gas, ferry boats, toll bridges—all have problems, and they know the answers better than we do. I could say let's abolish uhf, fm, am, something else—that would make you mad."

Citing the fast growth of radio-tv, he discussed common problems this way:

"There is no doubt that regulatory agencies have been faced—and are now faced—with changing economic conditions and technical developments that cause many serious problems.

"However, I feel that I can safely say that no regulated industry has experienced the fantastic development as that of yours in a short span of time. The result has been that despite the best efforts of the Commission, industry and other parties in interest, we are today faced with making decisions of the greatest importance. Maybe these can be made properly without statutory changes or long court litigation. Maybe not. But one thing I am certain of, and that is that these are not the last of our mutual major problems. We will have new ones every year. In any event, I know that it is the intention of each member of our Commission and its staff to solve these problems to the

OVER 40%

of all TV towers over 1,000 feet tall are towers by

IDECO

Of the companies who have built TV towers over 1000 feet tall throughout the country . . . IDECO has produced *twice as many* as the second company's total . . . *more* than all the other companies combined.*

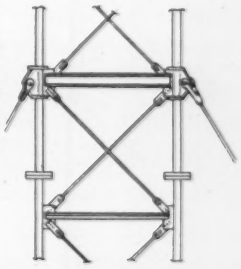
Look to experience you can see . . . dozens of successful television stations all over the country who now depend on the very best, **Towers by IDECO.** IDECO pioneered tall tower construction . . . built the country's first TV tower over 1000 feet . . . has built over 40% of the country's high TV towers over 1000 feet tall. Then, too, IDECO has built the tallest TV tower in the world . . . KWTV's 1572-footer in Oklahoma City. From the birth of broadcasting . . . IDECO has been building towers of all types and all heights . . . pioneering and perfecting the triangular tower . . . gathering experience in both guyed and self-supporting tower designs and construction to fit your demands.

*Tower height data from TV Factbook, spring 1955 edition.

Ideco self-supporting tower for WBNS-TV, Columbus, Ohio. RCA TF12AH antenna

Put this unparalleled record of tower experience to work for you. Under one contract, IDECO engineers will assume responsibility for your entire tower job. From initial planning through final inspection . . . place your confidence in IDECO. Get the facts . . . write IDECO, or contact your nearest RCA Broadcast Equipment representative.

Only Towers by Ideco offer this combination of structural safeguards: *no indeterminate stresses* caused by eccentricity at guy cable attachment points . . . *no loose gusset plate bolts* caused by vibration induced by reversal of stresses on girts and diagonals . . . *no cracked welds* on leg splices, caused by reversal of stresses on those welds.



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CIVIL ENGINEERS career opportunities now available at Ideco . . .
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DRESSER-IDECO COMPANY

One of the Dresser Industries • Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "know-how" keeps you on the air

New England listens to

YANKEE

Yankee offers you New England's largest regional radio news service — complete coverage with home town impact throughout this rich six state market.

It's a New England habit listening to Yankee News — ten minutes of world news, five minutes of local news — five times daily!

8 A.M. 9 A.M.

1 P.M. 6 P.M. 11 P.M.

You can reach more listeners, more often with Yankee.
For availabilities —

Ask the man from
H-R Representatives

THE YANKEE NETWORK

DIVISION OF GENERAL TELERADIO, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

best interest of all concerned.

"Government control and competition is always hanging over the head of any industry such as yours. It is my opinion that this problem is mainly due to the public's opinion of the various regulatory agencies and the public relations maintained by the industry itself.

"It is obvious that if regulatory commissions are adequately financed and conduct their regulatory business efficiently, they will have the respect and confidence of the general public. It follows, also, that the general public quickly responds to evidence that any industry is genuinely interested in serving them properly.

"I believe that if we, on the Commission, and you, in the broadcast field, never forget that it is ultimately the public to which we are responsible, that we will accomplish our respective purposes.

"With the continued cooperation and assistance from all of you, I am sure our efforts will not be in vain and that the broadcast industry in the United States will continue to be second to none."

HEAD TABLE notables chat together before banquet of IRE Professional Group on Broadcast Transmission Systems meeting in Washington Sept. 23-24 [B•T, Sept. 26]. (L to r): Stuart L. Bailey, president, Jansky & Bailey Inc.; Fred W. Albertson, Dow, Lohnes & Albertson; Raymond Guy, NBC; George W. Bailey, IRE executive secretary; Dr. W. L. Everitt, engineering dean, U. of Illinois (toastmaster); Rosel H. Hyde, FCC commissioner, and William B. Lodge, CBS.

Tv Code Acceptance Cited at NARTB Meet

PROGRAM and commercial standards of the NARTB's Television Code are getting general acceptance from advertisers, agencies and program interests, NARTB's third regional meeting at New Orleans was told Friday (see main story, page 60).

Two telecasters, representing network and station viewpoints, told the group how they work with industry and media personnel to keep program material and advertising continuities within the code provisions. They were Herbert A. Carlborg, CBS Television director of editing, and Glenn C. Jackson, managing director of WAGA-TV Atlanta and vice president of Storer Broadcasting Co. The code discussion was led by Edward H. Bronson. NARTB director of Tv Code Affairs, who said 257 stations and all tv networks subscribe to the code.

Mr. Carlborg said CBS Television takes a positive approach in editing material, offering a substitute when a deletion is suggested. He explained the network uses the code as an ideal instead of a do-or-don't document and added that network personnel are not allowed to have their own private do-or-don't lists.

He said he went to the West Coast a fortnight ago for the sole purpose of asking a famed movie director not to use the words "polite violence" in the lead-in to a program series, explaining how the term "violence" is snapped up by critics and others.

"We discuss and persuade, rather than hand down edicts, and we seek the cooperation of those involved," Mr. Carlborg said. Informal discussions are held frequently with the NARTB code staff."

Mr. Carlborg showed a series of film clips containing material deleted by WCBS-TV New York. The clips included a man taking a drink of liquor to gain courage to tell a girl he loves somebody else; reference to "sneaky Japs"; artist drawing a shamrock as orchestra plays Jewish number, then erasing to substitute pawnbrokers symbol; suicide scene with drinking sequence; suggestive cartoon scene involving roosters and containing reference to a rooster ice-man as illegitimate parent; man represented as having divine healing power and making papal-like gestures; reference to sexual abnormality; church scene in which mother is dragged from child and flogged in prison in front of husband who commits suicide; bathroom and bedroom scenes in British films.

Some literary classics pose problems, he said, citing "Uncle Tom's Cabin" and "Robin Hood." He told of astrology difficulties and explanations of the facts of life.

"The code is now widely understood and there is little resistance to efforts to follow its provisions," Mr. Carlborg said. "It is almost universally accepted." Network producers are familiar with it and CBS is constantly exploring application of the provisions, he said. The network frequently consults Dr. Gus Wieve, professional psychologist who now is assistant to CBS Inc. President Frank Stanton.

Mr. Jackson called the code "a valuable instrument of the program department, helping in the attainment of high program standards." He said the station program director is in charge of code enforcement and listed station operating experiences.

Salesmen at WAGA-TV carry copies of the code when they make calls, he said, so they can discuss program and commercial standards and requirements with clients. He said violations are not frequent and proposed that stations' staffs review code provisions frequently. He, too, commented on the industry-wide acceptance attained by the code in a little over three years.

SOLVE OWN PROBLEMS, TV OPERATORS ADVISED

Paramount's Raibourn speaks at NARTB Saranac Inn session. States that idea of an election to decide subscription tv is 'silly' in reiterating his advocacy of pay-as-you-see.

TELEVISION broadcasters will be "better off" to solve their problems themselves rather than depend on outsiders, Paul Raibourn of Paramount Pictures, president of Paramount's KTLA (TV) Los Angeles and a member of NARTB's television board, told the NARTB Region 1 meeting at Saranac Inn, N. Y. [B•T, Sept. 26].

"Some of the things I say may make some people angry," he said in the principal speech at the Sept. 24 luncheon, a feature of the television day program presided over by William Fay, president of WHAM-TV Rochester.

Having "a vote of the people" to settle the subscription tv issue would be "a very silly approach," Mr. Raibourn asserted. He did not mention names, but Brig. Gen. David Sarnoff, board chairman of RCA and NBC, had advocated only a few days earlier that subscription television be made a political campaign issue.

Mr. Raibourn reiterated his advocacy of pay-see tv—in which he forms a one-man minority on the NARTB television board and said "you can either take it as broadcasters, or wake up some morning and see it's come by wire."

On other subjects, he noted that NBC has appointed a "committee to criticize"—presumably referring to a committee of laymen designated by NBC to appraise children's programs—and that CBS plans to form such a committee. "We broadcasters," he said, "will be better off if we solve these problems ourselves—but it's no simple matter."

Mr. Raibourn cautioned that broadcasters "have a job in trying to live up to television's potentialities." Tv is "a strong social force"—and as such, he observed, is "bound to be beset by controversies"—and color will make the medium even more powerful than it is now, he asserted.

In other appraisals of tv problems at the Saranac session, Grace M. Johnsen, director of continuity for ABC, and George R. Dunham, general manager of WNBF-TV Binghamton, looked at "the challenge of the Television Code" from the standpoints of network and station, respectively.

Miss Johnsen said that although a few are over-eager, most advertisers want to substantiate the claims they make and uphold faith in advertising. She showed film clips which had been cut from "children's programs" for violation of various provision of the Tv Code. Mr. Dunham called the code "a challenge of a very healthy kind for the television station operator" and said WNBF-TV finds that most of its problems in this regard come from local retail and co-op accounts—usually, however, resulting from innocence rather than design.

In a talk on the handling of television news, F. E. Whitmarsh, news director of WBZ-TV Boston, told the group that tv news is "authenticated gossip" and said "there is no such thing as inconsequential news" if a station has film good enough to attract and hold viewers.

Mr. Whitmarsh stressed the importance of local names and news. For example, he said, WBZ-TV covers the various service organiza-

so you're interested in

STATION PROMOTION!

Being the dominant station in the Wheeling-Steubenville Market by every accepted method of audience measurement, we could sit back on our laurels, but, because we believe a good TV program will do a better job for the advertiser if properly promoted, we give our advertisers every possible assistance, resulting in this remarkable record:

1. OCTOBER, 1953
WTRF-TV came on the air.

2. MARCH, 1954
Runner-Up promotion prize "The Bob Hope Show": Young & Rubicam for General Foods.

3. APRIL, 1954
First Prize in Nation for promotion of "The Big Story": Sullivan, Stauffer, Colwell & Bayles for Pall Mall Cigarettes.

4. OCTOBER, 1954
Second Prize in Nation for promotion of "Lux Video Theatre": Lever Brothers for their products.

5. NOVEMBER, 1954
Runner-Up merchandise prize for Bulova spot campaign: Biow. Strictly a merchandising award.

6. DECEMBER, 1954
First Prize in Nation for "Football Forecasts": B.B.D.O. for DuPont Zerone and Zerex. Promotion and Merchandising award.

7. MAY, 1955
First Prize in Nation for "Lux Video Theatre": Lever Brothers for their products. Promotion and merchandising award.

8. JULY, 1955
First Prize in Nation for "The Bob Hope Most Beautiful Bride Promotion": Bureau of Industrial Service for General Foods.

In every case there were more than 75 stations competing for these awards.

And WTRF-TV has conducted some other outstanding local projects: "Annie Oakley Shooting Match," "Clarabell the Clown Promotion," "Spring Fashion Parade," "The Fairmont Story," "Wheeling Old-Fashioned Bargain Days Event," "Better Homes Shows," "Wild Bill Hickok Shooting Match," etc.
When planning any TV program, consider WTRF-TV's dominance; its aggressive promotion and merchandising know-how; its 316,000 watts—truly the BIG station in a rapidly growing Billion Dollar Market. For availabilities, call Hollingbery or Bob Ferguson, VP and General Manager, Wheeling 1177.

WHEELING, W. VA.

● Equipped for network color

tions in the area, and has solved the difficult problem of gathering local news from throughout the New England area by setting up a system of "camera correspondents" consisting of high school and other movie camera fans.

"We're not worried about the big story," he said. "Somebody is bound to get that. It's the little stories we have to chase."

PACIFIC 4A MEET OPENS ON COAST

PACIFIC Region 4 meeting of the American Association of Advertising Agencies got underway yesterday (Sunday) at the Hotel del Coronado, Coronado, Calif., and will run through Wednesday.

Overall theme of the conclave is "Advertising's Forward Look at Tomorrow's Business Opportunities," with regular business sessions beginning today. Partial list of speakers and panel leaders include Joseph Epstein, Fitzgerald Agency, New Orleans; Walter H. Buchen, Arthur G. Rippey and Marion Harper, all McCann-Erickson; R. M. Lindsey, vice president A. C. Neilsen Co.; Robert Holbrook, Compton Agency, New York; Walter Guild of Guild, Bascom & Bonfigli; Ernest Dichter, Institute for Motivation Research, and Franklin H. Graf of the A. C. Neilsen Co.

The meeting will close with annual luncheon honoring the national chairman, regional officers and board members. Robert D. Holbrook, AAAA national vice chairman, will speak.

Ostby Named Chairman Of So. Calif. Assn.

PROMOTION of Norman Ostby, vice president in charge of station relations for MBS-Don Lee, from president to chairman of the board of the Southern California Broadcasters Assn. was announced Thursday at the monthly SCBA meeting in Hollywood.

In a membership vote to change the bylaws, Frank Crane, SCBA managing director, was elected president to succeed Mr. Ostby in that post. Lloyd Sigmon, vice president-chief engineer of KMPC Los Angeles, continues as SCBA vice president. Mr. Crane left the West Coast over the weekend for the East to present the association's "Moving Sound" story of Southern California radio to advertising agencies and sponsors (story page 55).

FCC Comr. Robert E. Lee, enroute to Washington after a two-week trip of the U. S., reviewed briefly his ideas for solving the uhf-vhf television problem by providing additional vhf channels [B•T, Sept. 26]. He emphasized the FCC role as a frequency traffic cop in our free enterprise system. Comr. Lee was hopeful for fm. Left alone, he said, fm will continue to grow and find acceptance because it is a superior service technically.

NARTB Names Committee To Organize '56 Convention

NARTB's Convention Committee, which will organize the 34th annual convention of the organization scheduled April 15-19 at Chicago's Conrad Hilton Hotel, was named last week by President Harold E. Fellows.

E. K. Hartenbower, KCMO Kansas City, vice chairman of the NARTB Radio Board, and Campbell Arnoux, WTAR-TV Norfolk, Va., vice chairman of the Tv Board, will head the Convention Committee as co-chairmen.

Co-chairmen of this year's convention in Washington last spring, Henry B. Clay, KWKH

Outstanding...

say the time buyers who know us best!

WNHC

Channel 8 • Television

COVERS CONNECTICUT COMPLETELY

316,000 WATTS MAXIMUM POWER

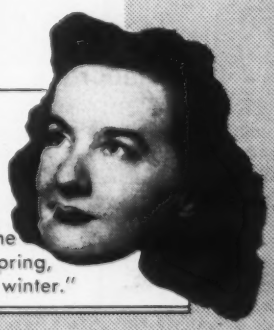
Pop. Served 3,564,150 - TV Homes 948,702

represented by the katz agency, inc.

Chris Lynch
TED BATES, INC.
says . . .
"WNHC-TV is in the center of a $6 billion dollar market."

Vera Brennan
SCHEIDELER, BECK & WERNER
says . . .
"Coverage, rating and WNHC-TV market story is above average."

Les Blumenthal
WM. H. WEINTRAUB & CO., INC.
says . . .
"WNHC-TV 'know-how' certainly pays off in sales."



Genevieve Schubert
COMPTON ADVERTISING
says . . .
"WNHC-TV does the job . . . expertly, spring, summer, fall, and winter."

Shreveport, La., and Clair R. McCollough, WGAL-TV Lancaster, Pa., will serve on the 1956 committee.

Other members: For radio—William Holm, WLPO LaSalle, Ill., director of NARTB's 9th District (Ill.-Wis.), and Chicago area broadcasters Frank P. Schreiber, WGN Chicago; Glenn Snyder, WLS Chicago, and Edward A. Wheeler, WEAW-AM-FM Evanston, Ill., NARTB director at large for fm stations. For television—H. Leslie Atlass, WBBM-TV; Jules Herbuveaux, WNBQ (TV), and Sterling C. Quinlan, WBKB (TV), all Chicago.

E. K. Jett, WMAR Baltimore, will handle liaison for the concurrent 10th annual Broadcast Engineering Conference.

Wolf to Lead Panel At RAB Radio Clinic

GEORGE WOLF, vice president and radio-tv director of Ruthrauff & Ryan, New York, is scheduled to lead a panel discussion on "Creative Selling on the Air" which will open the second day of the National Radio Advertising Clinic, to be conducted by Radio Advertising Bureau Oct. 13-14 at New York's Waldorf-Astoria Hotel.

Lending aural emphasis to the discussion, which will present the views of agency men, advertisers, media executives and independent jingles producers, will be the playback of dozens of successful radio spot commercials, RAB said.

Following the panel discussion, eight gold plaques will be awarded to those advertisers and agencies who, in the minds of a "jury" of 200 advertising executives, trade paper publishers and radio station managers, produced the best commercials of 1955. According to RAB President Kevin Sweeney, this will mark the first time that creative radio copy will have been so honored. Criterion for prizes, according to Mr. Sweeney, is "distinction of memorable and effective presentation of the product or service's sales points in the commercials." [Nominations for winners began last week in New York.]

Meanwhile, RAB is announcing today (Monday) that Gov. Averell Harriman of New York will make the principal address at the luncheon session of the clinic Oct. 13. Program that day will consist of a day-long discussion of "Radio Campaigns That Clicked," in which 12 advertisers and agency executives will tell the details of their campaigns.

Gov. Harriman will give his views on business and the nation's economy and will be introduced to the audience by Joseph E. Baudino, Westinghouse Broadcasting Company, board chairman of the RAB.

V. P. Nixon, Others Prepare Voice of Democracy Records

VOICE of Democracy contest invitations have been recorded by Vice President Richard M. Nixon and other notables and have been sent to radio stations in time for the Oct. 1 start of this yearly high school competition. Recordings will be sent to radio stations for use during the VOD contest, sponsored by NARTB, RETMA and the Junior Chamber of Commerce.

Others whose remarks have been recorded are Dr. S. M. Brownell, U. S. Commissioner of Education; John Daly, ABC vice president and commentator; Harold E. Fellows, NARTB president; H. Leslie Hoffman, RETMA president; Hugh McKenna, Jaycee president; George C. McConnaughey, chairman, FCC; Edward R. Murrow, CBS commentator, and Theodore Streibert, director, U. S. Information Agency.

Key RAB Committees Meet in N. Y. Oct. 12

TWO KEY committees of Radio Advertising Bureau—executive and nominating—will meet Oct. 12 preceding RAB's first annual National Radio Advertising Clinic, to be held Oct. 13-14 in New York.

The nominating committee, headed by Charles C. Caley of WMBD Peoria, will consider nominations for several posts, including the presidency, board chairmanship, and impending vacancies on the board. It is deemed questionable, however, whether the committee will come up with a full slate of nominees at its first session. The annual meeting of RAB members, usually held in November, is not scheduled this year until December.

Kevin B. Sweeney, currently president of the bureau, gave notice several months ago that he was not a candidate for re-election after the end of his present term on Dec. 30. The board chairmanship is held by Joseph E. Baudino of Westinghouse Broadcasting Co. Three board members—Edgar Kobak, business consultant and station owner; William B. Quarton of WMT Cedar Rapids, and Frank P. Schreiber of WGN Chicago—have asked to be relieved of their board posts.

The meeting of the executive committee, headed by Kenyon Brown of KWFT Wichita Falls, will be the regular quarterly session of the group. Like the nominating committee meeting, it will be held at the Waldorf-Astoria, which also will be the scene of RAB's two-day advertising clinic. The executive committee will meet in the morning, the nominating committee in the afternoon.

Members of the executive committee are Chairman Brown; Mr. Caley; Arthur Hull Hayes, CBS Radio; Ward D. Ingrim, KHJ Los Angeles; William B. McGrath, WHDH Boston; Robert W. Sarnoff, NBC, and Allen M. Woodall, WDAK Columbus, Ga.

The nominating committee consists of Chairman Caley, Messrs. Ingrim, Kobak, and Quarton, and James H. Moore, WSLS Roanoke.

Philadelphia Women Install New Officers

NEWLY elected officers of the Philadelphia Chapter of American Women in Radio & Television were installed last month during the chapter's first meeting of the 1955-56 year. At the same time it was resolved that the prime objective for the year would be stronger liaison between Philadelphia's women broadcasters and public service organizations of both local and national scope.

Margaret Mary Kearney, WCAU, was installed as president. Other new officers include: Alma Desborough, Needlework Guild of America, first vice president; Jane King, WPTZ (TV), second vice president; Wendy Phillips, WIP, third vice president; Mary Dorr, WFIL, recording secretary; Dorothy Davis, director of NBC's *Luncheon is Served*, corresponding secretary; Anne Horton, WCAU-TV, treasurer; Zara Bishop, WCAU, program chairman, and Margaret McNeilly, Curtis Publishing Co., publicity chairman.

Engineers Set Chicago Meet

TELEVISION and aural broadcasting will be featured Oct. 4 during the fall meeting of the American Institute of Electrical Engineers, Oct. 3-7 in Chicago, according to J. B. Epperson, chairman of the committee on television and aural broadcasting systems. Mr. Epperson also stated that all engineers are welcome and it is not necessary to be a member of AIEE to attend. Officers of the tv and radio committee for the 1955-56 term are: Mr. Epperson, chairman, chief engineer for Scripps-Howard television; C. M. Braum, consultant, Joint Committee on Educational Television, and Carl E. Smith, secretary, Carl E. Smith Consulting Radio Engineers.

D. C. Women's Chapter Installs New Officers

THE District of Columbia chapter of American Women in Radio & Television installed as its new president, Esther Van Wagoner Tufty, Washington correspondent of NBC-TV's *Home* show, at an inauguration party Tuesday evening at Washington's Sheraton Park Hotel.

Fran Riley, NARTB assistant manager of publicity and information, is new vice president.

Mrs. Tufty, who has her own Washington news bureau and who appears on other NBC shows, succeeds Florence Lowe, Washington newswoman, who acted as Tuesday's program chairman. The new and retiring presidents were given testimonials by NBC Vice President Carleton Smith, general manager of WRC-AM-TV; former CBS Vice President Earl Gammons, and National Press Club President Lucian Warren, correspondent for the Buffalo (N.Y.) *Courier-Express* (WEBR).

Faye Emerson, tv actress and personality and a member of AWRT, was a special guest. Mary Pauline Perry, Washington public relations woman, was inaugural chairman.

Idaho Broadcasters Meet, Discuss Ad Competition

IDAHO broadcasters authorized the appointment of a committee to study the possibility of a statewide survey of the effectiveness of radio vs. newspaper and phonebook advertising at the Idaho Broadcasters Assn. convention in Lewiston, Sept. 18-19.

Art Moore, of Moore & Lund, Seattle, urged the broadcasters to sell against newspapers rather than in competition with each other. Radio can reach more people and sell more merchandise than newspapers, Mr. Moore said. Henry Fletcher, general manager of KSEI Pocatello, and a member of the NARTB Freedom of Information committee, told of the industry's campaign to be allowed to broadcast and telecast public hearings.

Clair Hull, KCID Calwell, was elected president, succeeding Don Thomas, KRLC Lewiston. C. N. Layne, KID-AM-TV Idaho Falls, was named vice president; K. Clark, KBAR Burley, secretary-treasurer, and the following directors were elected: Norman Bauer, KSPT Sandpoint; Earl Glade, KBOI-AM-TV Boise; Frank McIntyre, KLIX-AM-TV Twin Falls, and Mrs. Ruth Fletcher, KSEI Pocatello.

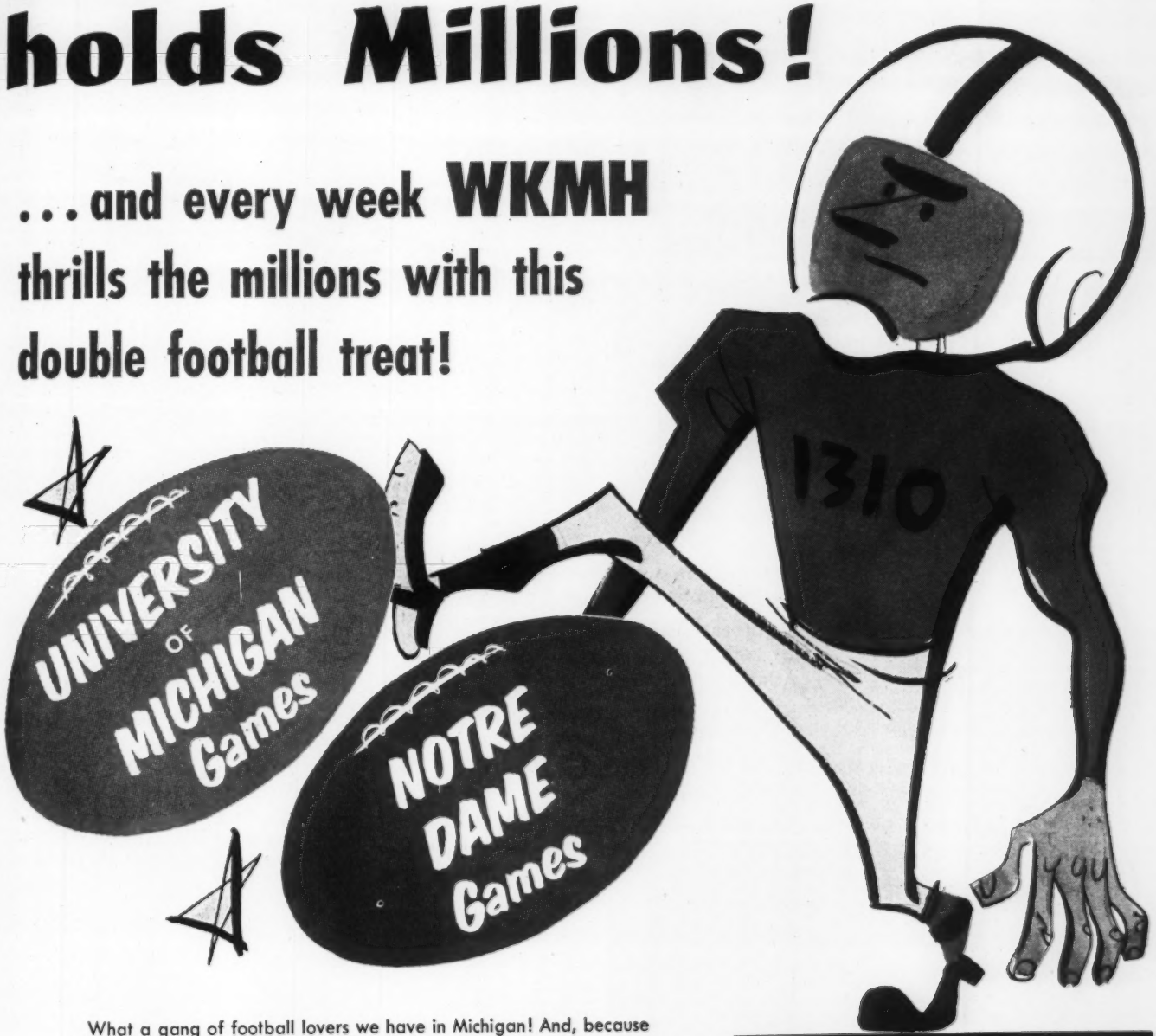
Kentucky Broadcasters Schedule Fall Meeting

KENTUCKY Broadcasters Assn. will hold its fall meeting at the Phoenix Hotel, Lexington, Oct. 13-15, according to Hugh O. Potter, secretary-treasurer.

Mr. Potter stated that all business will be taken care of the first two days, including election of officers, with the final day set aside for fun at Keeneland races and Kentucky-Mississippi State football game.

Our Stadium holds Millions!

...and every week WKMH thrills the millions with this double football treat!



What a gang of football lovers we have in Michigan! And, because WKMH brings the best in the mid-west to those rabid fans . . . the tune in is tremendous each and every Saturday of the football season. Not just ONE . . . but 2 MAJOR GAMES . . . one right after the other! No wonder advertisers are giving millions of cheers for the results they're scoring!

WKMH

Dearborn—Detroit

Frederick A. Knorr, Pres.
John T. Carroll, Mg. Director

save 10%

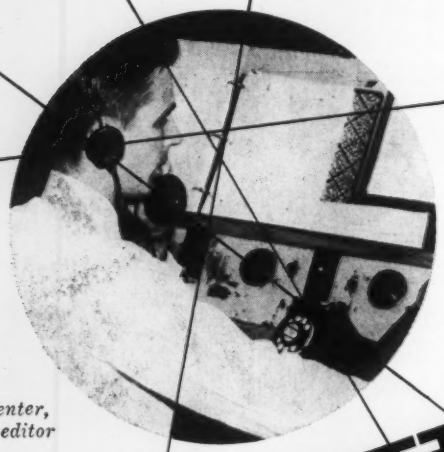
Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH—Dearborn—Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan

Represented By Headley-Reed

The Community Stations
KNORR Broadcasting CORP.

Bob Noble, Nightbeat reporter covering Atlanta police station



Jerry Vandeventer, Nightbeat city editor

NIGHTBEAT

The most exciting night-time radio show ever created in Atlanta

Nightbeat is a reflection of the energy, dreams, the happiness and sorrows of a great city.

Nightbeat deals with people who are up and around, working and playing at night, all over Atlanta.

Nightbeat walks the dark hours with the police, the firemen and the ambulance drivers . . . talks to the cabbies, the cooks, the charwomen and the cabaret singers.

Nightbeat goes to fires, to wrecks, in the air with a B-47, on the rails of the Nancy Hanks.

Nightbeat reports spot news, sports, features, fads, fancies and favorite stories.

Nightbeat goes behind prison bars, behind theater curtains — and if Atlanta ever should have any iron curtains, behind those too.

Nightbeat is Atlanta by night, brought into focus by the WSB Radio staff, and fitted into a framework of wonderful music!

The time is 10:15 to 12:15 midnight, Monday through Friday.

Contact your Petry man for information and availabilities on Nightbeat.

Jim Wesley, Nightbeat reporter at city desk, The Atlanta Constitution

Jerry Keane, Nightbeat reporter covering Grady Hospital emergency clinic

Ted Hightower, Nightbeat reporter covering downtown Atlanta fire

WSB RADIO

ATLANTA, GEORGIA

NBC Affiliate. Represented by Petry. Affiliated with The Atlanta Journal and The Atlanta Constitution

JOINT INDUSTRY-FCC COMMITTEE SEEN AS STUDY GROUP ON RADIO-TV PROBLEMS

Interest rising in such group to find remedies for uhf-vhf, deintermixture, low power, directional antenna, and 'drop in' headaches.

THERE is a strong sentiment building up at the FCC to place the problems of uhf and vhf, of deintermixture and low power, of directional antennas and "drop-ins" in the lap of a joint government-industry committee.

This move has its advocates among commissioners and among top staff personnel. The Commission begins its deliberations on the uhf-vhf problem this morning.

Whether this attitude will take fire during this week's deliberations by the Commission is unknown. But many close observers of the FCC believe that there exists more than just a bare possibility that some sort of common study group may eventuate to give the Commission guidance.

The portents, they say, are these:

• Chairman McConnaughey has asked both RCA-NBC Chairman Brig. Gen. David Sarnoff and CBS President Frank Stanton to let the Commission have any ideas they might have to resolve the uhf-vhf controversy. Mr. McConnaughey has let it be known that he has arranged appointments with ABC President Robert E. Kintner and Dr. Allen B. DuMont, DuMont Labs. He also, it is understood, intends speaking to GE, Uhf Industry Co-ordinating Committee, NARTB and other industry groups—big and small—to ask their assistance.

• Individual commissioners have pumped almost everyone with whom they recently have been in contact, seeking ideas on various approaches to the allocations problem.

• The FCC's newest commissioner, Richard A. Mack, told the NARTB's New Orleans regional meeting last week that it was his experience that industry, not the regulatory agencies, must figure out the answers to problems and tell the agency (see story page 62). Comr. Mack was a member of the Florida Public Utilities Commission before being appointed to the FCC last July.

• Establishment of the special frequency allocation committee by Radio-Electronics-Tv Manufacturers Assn., under the leadership of Dr. W. R. G. Baker, GE Electronics Div. head [B•T, Sept. 26] is seen as more significant than is apparent in the bare announcement.

It was Dr. Baker who headed the industry-wide National Television System Committee which, from 1951 to 1953, hammered out compatible color standards. Dr. Baker, who is also chairman of RETMA's standing Television Committee, was active in the joint government-industry committee which drew up the original tv standards in 1941 and in 1945.

Dr. Baker said last week that he hoped to call his committee into its first meeting by mid-October. He said he hoped that it would authorize a preliminary policy and technical report for submission to the FCC then. Just what this would include he refused to discuss.

All these signs, observers say, point to an almost inescapable conclusion: There will be a joint committee activated to accomplish—under a "crash" directive—a solution to what everyone acknowledges is one of the most vexatious problems the FCC has faced since the color controversy three years ago.

The first move toward this end might be an open conference, it is believed. The only fear is that this may engender recollections of what happened when the FCC called an engineering conference in 1948 to discuss interference problems. It resulted in the four-year freeze.

The FCC meetings, which begin today, will continue as intensively as possible until a solution can be found, B•T was told by a ranking FCC executive.

The only time out, it was said, will be for the normal functions of the Commission. These comprise oral arguments, grants, actions on petitions and internal administrative matters.

At the initial sessions, the Commission will study staff presentations involving the background of the present dilemma and possible alternatives to alleviate it. These have been whipped into form by the Broadcast Bureau's Rules & Standards Division.

First consideration, it is believed, will be whether anything must be done—or whether time will cure the present situation.

If it is the consensus that something must be done, the next step, it is understood, will be to decide whether one or more individual steps can be taken or whether a complete overhaul of the 1952 Sixth Report & Order allocation principles is required.

The minimum approach is advocated by FCC Comr. Rosel H. Hyde. Mr. Hyde contends that deintermixture—making a market commercially all uhf or all vhf—plus some readjustments in mileage separations to accommodate more vhf stations in markets with less than three vhf assignments is the answer.

The other extreme is the position taken by Comr. Robert E. Lee who wants additional vhf assignments made—on a short range and on a long range basis. He, too, advocates a relaxation of mileage separations, plus the use of low power, directional antennas and reverse polarization to add additional vhf channels throughout the country.

It is no secret that there is no crystallization of what to do at the Commission. All commissioners and staff have open minds and would welcome suggestions.

FCC Dismisses WIRK-TV Bid; Upholds WEAT-AM-TV Sale

ATTEMPT by WIRK-TV West Palm Beach, Fla., to have the FCC set aside General Teleradio's purchase of WEAT-AM-TV there was dismissed by the Commission last week because of insufficient showing that injury would be caused. Comr. Robert T. Bartley dissented in part.

Chief issue raised by ch. 21 WIRK-TV is that General Teleradio's acquisition of WEAT-TV would result in undue concentration of control, causing economic injury to the protestant. The Commission said WIRK-TV has not shown that competitive injury between it and WEAT-TV would be increased by the transfer of control.

The FCC indicated that WIRK-TV has not established that it is a party in interest entitled to protest under Sec. 309 (c) of the Communications Act (economic protest). The Commission added that WIRK-TV "must show that it is adversely affected or aggrieved by some change flowing from the Commission action protested."

Although it was concluded that WIRK-TV lacked standing, the FCC noted that it examined the issues raised and found no likelihood of undue concentration "in terms of geographical grouping of stations and other relevant considerations."

Comr. Bartley said he has no disagreement with the conclusion that WIRK-TV has not shown itself to be a party in interest. He continued:

"However, as indicated in my original dissent to the Commission's grant [of sale approval] . . . , I am of the opinion that the facts before the Commission call for a further inquiry as to the impact on the public interest of the additional concentration of control which will result from the acquisition of these stations by General Teleradio."

General Teleradio bought WEAT-AM-TV from James R. and June H. Meachem for an aggregate $300,000, which received FCC approval in late July [B•T, Aug. 1]. WIRK-TV asked the FCC to designate the sale transaction for hearing.

Lee Sees More Space For Special Radio Services

HOPE that there may well be additional spectrum space available for special radio services if additional vhf space can be found for tv, thus releasing some uhf bands, was held out last week by FCC Comr. Robert E. Lee in a speech to the Institute of Radio Engineers at Portland, Ore.

Two weeks ago, Comr. Lee suggested that the tv separation factors be reduced to permit the addition of more vhf channels to the existing 12 [B•T, Sept. 26].

Mr. Lee discussed radio as a "vital part" of the timber industry. He told his audience that there were 10,800 transmitters in the Forest Products Radio Service and 27,200 transmitters in the Forestry Conservation Radio Service.

Tv ranks close to the top of home appliances in power consumption, Mr. Lee said. He said tv owners spent $481 million for electricity to run their sets, while radio owners used $169 million to operate their receivers. This totals $650 million for radio-tv power consumption, he said.

This does not include the power consumption of 3,400 am and fm and more than 400 tv stations, he said. Overall, he remarked, there were close to one million transmitters of all kinds in operation. This makes radio broadcasting and communications one of the heaviest of power users, he said.

Golden Valley Broadcasting Applies for KGDM License

APPLICATION for assignment of the license of KGDM Stockton, Calif., to Golden Valley Broadcasting Co. for $162,500 was filed with the FCC last week. Principals in the purchase of the 5 kw CBS outlet from E. F. Peffer are L. E. Chenault, Bert Williamson, Amelia Schuler, Alan L. Torbet, Richard C. D. Bell and Lindsey H. Spight.

Mrs. Schuler is majority owner of KYNO Fresno and KONG Visalia, both Calif. Messrs. Chenault and Williamson hold minority interests in these stations. Mr. Torbet is west coast manager of Headley-Reed and Mr. Spight is vice president and Pacific Coast manager of Blair-Tv (both representation firms).

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FIRST in Johnstown
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SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

Stay on the bright side of the TV picture with 1 buy that covers 3 . . .

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TALL TOWER BIDS FACE TIGHTER RULES

Working group of Joint Industry-Government Tall Structure Committee, in recommendations to be submitted today, asks tighter restrictions on applications for over-500 ft. towers. Pending final determination by 16-member committee, FCC again postpones rules revision affecting antenna heights in Zone I.

TALL TOWER applicants may have a rougher time from now on getting approval for towers more than 500 ft. above ground. A recommendation tightening up on approvals is due to be submitted today (Monday) to the full 16-member Joint Industry-Government Tall Structure Committee.

The suggestions will be filed by the working group of the joint committee [B•T, Sept. 19].

Pending final determination of the recommendations by the joint committee, the FCC last week postponed for the second time its rules revision permitting 1,250 ft. antenna heights in Zone I (northeastern areas) without having to reduce powers from the permitted maximums [CLOSED CIRCUIT, Sept. 26].

The report of the working group recommended two major moves and several minor steps. It suggested that:

• All applicants for antennas over 500 ft. above ground be forced to justify to the FCC why they cannot locate in an antenna "farm" area or on an existing structure.

• New criteria to provide additional protection for (a) low altitude intercity routes, (b) present and estimated future high density traffic areas, (c) airways and "fly-ways," and (d) airport vicinities.

Proposed FCC Jurisdiction

It also proposed that legislation be sought to give the FCC or any other federal agency jurisdiction over receiving antenna towers. It urged that the FCC assume full responsibility for seeing that unused or abandoned towers be properly lighted and marked. And, it plumped for additional marking and lighting requirements for all towers.

The report was drawn up by a working group comprising the following: For broadcasting—John R. Evans, FCC; Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers, and A. Prose Walker, NARTB. For aviation—Lt. Col. J. D. Harris, Air Force; Jean Dubuque, National Business Aircraft Assn., and Robert J. Froman, Civil Aeronautics Board. J. A. McCrary, secretary of the Air Coordinating Committee's Technical Division, is chairman.

When the report is submitted to the full committee, it will also contain a request by the National Assn. of State Aviation Officials for a paragraph urging that all antennas—not just those over 500 ft. in height—be required to be placed in antenna farm areas where possible.

The report has been accepted by all elements of the working group except NARTB. NARTB officials feel, it is understood, that they cannot agree to the recommendations without board approval. The next NARTB Tv Board meeting is in January.

The full committee is co-chaired by FCC Comr. Robert E. Lee and CAA Deputy Administrator Charles Lowen. It contains representatives of the broadcast industry and of the aviation industry as well as military and government agencies.

The study of tall tv towers came into being last year after the military services formally asked that all towers more than 1,000 ft. above ground be banned on the grounds that they were an air hazard. Failing to secure unanimous Airspace Panel approval, the recommendation went to the full Air Coordinating Committee. A full scale study was ordered after ACC failed to reach agreement on the recommendation.

Full text of the working group's recommendation to JIGTSC follows:

A. MULTIPLE ANTENNAS AND TOWER "FARMS"

The adoption of the single structure multiple antenna, and/or antenna tower "farm" concept for radio and television transmitting antennas is necessary in order to compromise the conflict of interest between the aviation and broadcast industries.

I. *Control of Transmitting Towers*

The FCC has the authority to require radio and television transmitting antennas to be placed in "farm" areas or to require the use of multiple antennas on a single supporting structure if the record shows that such action will be in the public interest, convenience and necessity. Obviously there are some types of towers which would be excepted, as for example, towers along a petroleum line or towers for micro-wave transmission.

The Committee should request the FCC to initiate rule-making to require that any application for a transmitting tower in excess of 500 feet in height above the ground should not only be reviewed by the ACC Airspace Panel to determine the aeronautical hazards involved, but should also be subjected to proof by the applicant as to why his tower could not be located in a "farm" area or his antenna could not be located on an existing structure. The proposed rule-making should include a requirement not only that all towers in excess of 500 feet in height should be either grouped in "farm" areas or placed on a single structure, but also that "farm" areas should be so spaced in relation to each other as to present the least hazard to aviation.

II. *Control of Receiving Antenna Towers.*

Since the FCC does not have authority to control the erection of receiving antenna towers, except where such receiving antenna is part of an array for a transmitting antenna (as in a micro-wave system), legislation should be requested which would control the installation, height, and location of receiving antenna towers. Such legislation should not provide any more stringent restrictions on receiving antennas than

Height Approval Sought

RECOMMENDATION that no radio or tv tower be approved unless it has state aviation authorities' approval is on the agenda of the annual convention of the National Assn. of State Aviation Officials, meeting Oct. 11 in Dallas.

Some states already have passed legislation giving this—or similar—authority to their aviation commissions. They are: Arkansas, Idaho, Minnesota, Nebraska, New Hampshire, North Dakota, and Pennsylvania.

Most of the acts provide that state officials take jurisdiction if a structure is over 150-200 ft. high, or in the approaches of an airport.

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WKNB-TV reaches more than 320,000 families . . . situated in heart of New Britain-Hartford market, 31st biggest and 3rd richest in the U.S.

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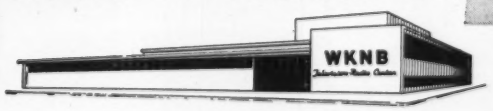

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on transmitting antennas, and should be developed and coordinated within the ACC structure.

In the event that the FCC should not desire to control receiving antenna towers under such legislation, there would be no objection to a move on the part of the Federal agencies concerned to have similar authority vested in some other agency, either at Federal, or possibly State, level.

The object of such legislation would be to have the same criteria and principle apply to all tower structures.

B. CONTROL OF STRUCTURES OTHER THAN ANTENNA TOWERS.

I. *Aviation Viewpoint.*

Appropriate legislation should be drafted to cover the erection, location, and height of other obstructions to aviation.

C. CONTROL OF UNUSED OR ABANDONED TOWERS.

FCC authority to control the lighting, marking, or removal of unused or abandoned towers is not clear except where the person involved is a licensee of another station(s). This question is presently under consideration in the Commission. Accordingly, the FCC should require the removal or appropriate marking and lighting of unused or abandoned towers if such authority exists, and if such authority does not exist, the FCC should seek appropriate legislation to attain this objective.

D. ADDITIONAL LIGHTING AND MARKING.

Full cooperation between the television and aviation industries toward improvement in the lighting and marking of radio and television antenna towers is assured and is in the initial stages of implementation in the ACC structure.

E. CRITERIA FOR DETERMINING HEIGHT AND LOCATION.

The Committee agrees in principle to the objectives set forth in a), b), c), and d) below:

a) To provide protection for low altitude inter-city air routes;

b) To provide additional protection for high density traffic areas, present and forecast;

c) To provide increased protection for airways and much used "fly-ways";

d) To provide additional protection for areas in the vicinity of airports.

The Committee agrees that criteria will be developed jointly which will afford additional protection for the areas specified in a), b), c), and d) above. This criteria, in addition to being necessary to accomplish the desired objectives, will serve as the guide to television and aviation interests in their consideration of mutual problems in the field.

The working group expects that the criteria which will finally be agreed upon will satisfactorily limit the height of towers in accordance with the above principles.

It is recognized that regardless of strict application of the foregoing principles and the criteria to be developed, certain applicants may in the future seek to erect towers of unreasonable heights in spite of sound engineering advice to the contrary. If and when such situations arise, the television interests are agreeable to consideration of additional means of control.

F. IMPROVING AIRSPACE PANEL PROCEDURES.

The Airspace Panel should not limit its consideration of antenna tower proposals solely to the question of aviation hazards involved, but should continue its present practice of considering economic and other factors in reaching a compromise mutually satisfactory to both television and aviation. After having reached a conclusion based solely on technical aviation considerations that a certain tower as proposed would be a hazard, the Airspace Panel should then determine whether or not the tower can be moved or shortened, or whether aviation concessions can be made. At this point in its deliberations, it will obviously be necessary for ASP to consider the direct cost of some physical relocation either on the part of television or aviation, in order that it may determine where the economic burden should rest.

It is agreed by aviation interests that radio and television antenna towers in excess of 1000 feet above the ground are, per se, considered to be unwarranted hazards (obstructions, menaces, etc.) to air navigation. However under certain conditions antenna towers in excess of 1000 feet above the ground may be required in the public interest, convenience, and necessity. In view of this, on all proposals considered by the Airspace Panel which would require towers in excess of 500 feet above the ground, the applicant should present complete justification, excluding all economic considerations except the direct costs of physical relocation. If the applicant fails to submit justification to the Airspace Panel, the Panel will consider the application only from the hazard perspective.

In addition, the Airspace Panel may wish the applicant to cite the particular page and paragraph of any FCC rule to which he may allude as an FCC requirement.

The FCC will, insofar as practical, provide additional engineering and technical assistance at Airspace meetings, beginning soon.

G. BOOSTER AND SATELLITE STATIONS.

While the use of booster and satellite stations may in specific instances serve to resolve conflicts between the television and aviation industries, it is generally agreed that their use does not offer a satisfactory solution to the problem of broad area coverage.

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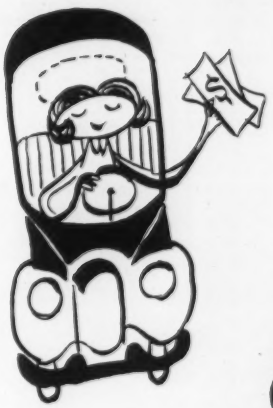
Community Tv Microwave's Approved by Commission

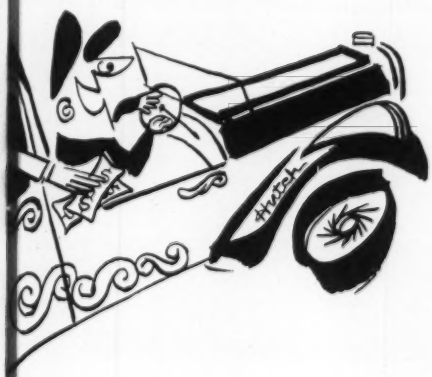
PERMITS for microwave relay radio stations to serve community tv antenna systems in Riverton, Wyo., and Kingman, Ariz.-Needles, Calif., were granted by the FCC last week.

At Riverton, Pioneer Transmission Corp. will pick up the signals of KOOK-TV Billings, Mont., and feed them to Worland Television Corp., community antenna operator. Pioneer's transmitter will be located near Worland. Total construction cost was estimated at $13,165, while annual operating cost was figured at $3,730. During the first year, operation will be on a promotional basis, with rates to be set at mutual agreement with Worland—reported at less than $400 a month.

Another permit was granted Hualapai Peak Carrier Co. which will feed to community antenna operators at Kingman, Ariz., and Needles, Calif., the signals of KTVK (TV), KPHO-TV, KOOL-TV and KVAR (TV) Phoenix, Ariz., and KLRJ-TV and KLAS-TV Las Vegas. The system will cost about $40,970 to construct and $15,614 for annual operation. Community antenna operator Kingman Television Co. will serve Kingman, while a company is currently being organized to serve Needles.

Hualapai will charge each community antenna subscriber $900 a month. Its transmitter will be located at Hualapai Peak, about 12 miles from Kingman and 43 miles from Needles.





Bravissi, Mo

All you solvent readers of this magazine probably never heard of being over-extended, so the Morris Plan (Mo, for headline purposes) is, no doubt, just a dim and distant Thing.

Most of the time, to be blunt, the M. P. is a lending agency. The rest of the time it borrows money from depositors.

"Give us money," they occasionally say, but dignifieder.

They said it three times * on WMT, with suitable references to interest and other mundane details, like promising to give it back.

Before you could say uranium-plated collateral they had collected $50,000.

"Say no more," they told us. "We don't want to be greedy."

---

* *On the 10 P.M. News (plug).*

WMT

Mail address: Cedar Rapids

CBS

National Representatives: The Katz Agency

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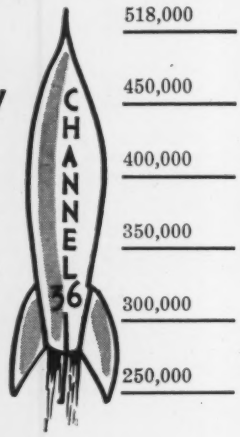
WJHP-TV
Continues
To Rise—
Higher And
Higher In
N. E. Florida
And South
Georgia!



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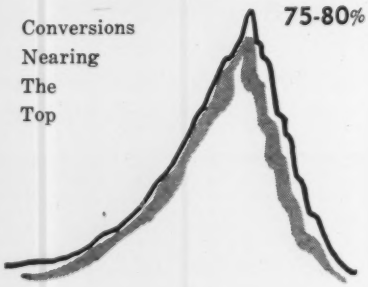

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CBS, Triangle Defend Protested Tv Buys

CBS and Triangle Pub. Inc. last week defended their purchases of tv stations against attacks that the sale transactions should not be granted without a hearing.

CBS replied to charges of concentration of media made by WNHC-TV New Haven, Conn., which opposed the network's acquisition of ch. 18 WGTH-TV Hartford, Conn., along with WGTH-AM, for $650,000 [B•T, Sept. 5]. CBS last week told the FCC there is no overlap between the service contours of WCBS-TV New York and WGTH-TV within the intention of Commission Rules.

The network said WNHC-TV "has long enjoyed its unique position as Connecticut's only vhf facility with the power to select or reject service from all three national television networks."

CBS called WNHC-TV's charges "broad and reckless" and said the station's "aim is delay." It "categorically denied" any conclusions and inferences of wrongdoing as cited in the WNHC-TV charges.

CBS further said that ch. 8 WNHC-TV has no grounds to protest under Sec. 309 (c) of the Communications Act. The network said that this section's "party in interest" provision cannot be extended to the "premature protest" by an operating station in one city against the application for FCC sale approval of an operating station in another city.

Triangle Pub. (WFIL-TV Philadelphia and *Philadelphia Inquirer*) asked the FCC to dismiss the protests of ch. 27 WCMB-TV and ch. 71 WTPA (TV) Harrisburg, Pa., against Triangle's purchase of ch. 15 WLBR-TV Lebanon, Pa. [B•T, Sept. 26].

As in the CBS purchase, the question of alleged overlap arose. Triangle and WLBR-TV replied that ". . . in no way can the limited Grade B overlap [between WLBR-TV and WFIL-TV] result in Triangle's serving substantially the same area" within the meaning of FCC Rules.

Triangle said that Harrisburg is more than 20 miles from Lebanon and the communities have entirely different economic, social and cultural activities. The firm further charged that "nothing could be more contrary to fact" than the allegation that WLBR-TV will be used as a satellite of WFIL-TV. Triangle also declared there is no intention to use WLBR-TV as a bonus to WFIL-TV coverage.

Triangle is seeking to buy WLBR-TV for $115,000 plus assumption of obligations totaling $125,000 [B•T, July 4]. It also has announced that it is buying WFBG-AM-TV Altoona, Pa., for an aggregate $3.6 million [AT DEADLINE, Sept. 26] and has an application pending for ch. 18 at Elmira, N. Y., to be used as a satellite of its owned ch. 12 WNBF-TV Binghampton.

Gay's Financial Status In Warrenton Am Questioned

THE FINANCIAL qualifications of Connie B. Gay, Washington (D. C.) country music personality, to construct a new am station were questioned last week by Old Dominion Broadcasting Co. which asked the FCC to set for hearing Mr. Gay's application for a new am outlet at Warrenton, Va.

Old Dominion, owned by Oliver M. Presbrey and his wife, the former Martha Roundtree, one-time part owner of *Meet the Press*, asked the FCC to determine if Mr. Gay has overextended himself in the light of two recent broadcast acquisitions and the proposed Warrenton station which would operate on 1250 kc with 1 kw day.

The Presbreys, who also have an application pending for a new am at Warrenton (1420 kc, 5 kw day), noted in July the FCC approved the purchase by Mr. Gay of 95% interest in WTCS Fairmont, W. Va. (formerly WVVW), and sole control of WTCR Ashland, Ky. (formerly WWKO). They said in the Ashland purchase and in the Warrenton application Mr. Gay relied upon a $100,000 bank loan which, they said, is no longer in existence. The Presbreys said they doubted that Mr. Gay, after paying the cash needed to close the Ashland and Fairmont sales, will have enough left to construct the Warrenton station.

In charging that Mr. Gay overextended himself, the Presbreys said they believe that an ad for sale of a radio station, appearing in the Aug. 28 issue of the *Washington Post & Times Herald*, was placed by Mr. Gay in an effort to dispose of the Fairmont property. The ad offered for sale 95% interest in a West Virginia station. The Presbreys said the ad stated, "present owner overexpanded".

Mack Completes Staff; Appoints Doane, Barber

FCC COMR. Richard A. Mack last week completed his office organization and appointed John E. Doane engineering assistant and H. Earl Barber legal assistant.

Mr. Doane, who moves up from supervising engineer of FCC's Broadcast Hearing Div., is a native of Hydro, Okla., born in 1912. He joined the Commission in 1940 as a radio inspector at the Grand Island, Neb., monitoring station and came to Washington in 1941 as a member of the engineering staff.

In 1950 he was promoted to chief of the Fm Branch and in 1952 was named to his present post. Mr. Doane received from George Washington U. degrees of B.E.E. in 1946 and LL.B. in 1949.

Mr. Barber, 32, moves to Washington from Miami, Fla., where he was associated with the law firm of Yonge, Whiteside & Prunty. He is a native of Bennington, Vt., and was graduated from the U. of Miami (Fla.) Law School in 1948 after attending Columbia U. Law School. He has served as staff correspondent with United Press in Miami, Atlanta, New York and London.

Comr. Mack, who took office in early July after serving as a member of the Florida Railroad & Utilities Commission, last week delivered his first official public address, before the NARTB district meeting in New Orleans (story page 60).

Hearings Concluded In Gleeson Ch. 1 Case

HEARINGS on the $6 million claim against the government by William L. Gleeson, former owner of Broadcasting Corp. of America, were concluded last week by Commissioner Marion T. Bennett of the U. S. Court of Claims.

Mr. Gleeson was granted tv ch. 1 for Riverside, Calif., in 1946. In 1947, the FCC deleted ch. 1 from the tv table of allocations, assigning those frequencies (48-54 mc) to mobile services.

A bill to recompense Mr. Gleeson for his losses—he claims $306,000 expenditures, plus $150,000 damages, with the remainder of the $6 million attributed to loss of anticipated profits—was introduced in the 83rd Congress by Rep. Usher L. Burdick (R-N. D.). This was turned over to the U. S. Court of Claims for findings by the House Judiciary Committee.

Hearings before Comr. Bennett were held

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last April in Los Angeles; last week's hearing in Washington concluded the testimony. Among the Washington witnesses were the following FCC officials: William P. Massing, assistant secretary; Edward F. Kenehan, Broadcast Bureau chief; James B. Sheridan, assistant chief, Economics Division, Office of Chief Accountant; and Louis H. Rein, engineer, Rules & Standards Division, Broadcast Bureau. Also testifying was James W. Blackburn, Blackburn-Hamilton Co., station brokers.

Comr. Bennett said he hoped to have his findings in several months. These will be submitted to the five-judge court, which will send its recommendations to the House Judiciary Committee.

FCC Grants Six Am Permits For Daytime Only Operation

PERMITS for six new am stations were granted last week by the FCC. All are daytime only stations which will operate with 1 kw power, or less.

Grants were:

• Denver, Colo.—Evert A. Bancker Jr., 1390 kc, 1 kw. Mr. Bancker owns KFML (FM) Denver.

• De Funiak Springs, Fla.—Walton Broadcasting Co., 1460 kc, 1 kw. Permittee is wholly-owned by Clayton W. Mapoles, owner of WEBY Milton, Fla.

• Russell, Kan.—The Prairie States Broadcasting Co., 990 kc, 250 w. Majority owner Melville L. Gleason (51%) is associated with William C. Whitlock and Tommy L. Gleason in Prairie States and in ownership of KAWL York, Neb.

• White Castle, La.—Big League Broadcasting Co., 1590 kc, 1 kw. Equal partners in permittee are William C. Lee Jr., J. Edward Van Velkenburg, and Elayn Hunt, none of whom has other radio-tv holdings. Mr. Van Velkenburg is chief engineer of WLCS Baton Rouge, La.

• Grants, N. M.—John Blake, 980 kc, 1 kw. Mr. Blake has majority interest in KNEM Nevada, Mo.

• Camas, Wash.—Camas Washougal Radio, 1480, 1 kw. Principal Gene R. Johnsick is chief engineer of KJUN Redmond, Ore.

Co-op Effort Brings Nebraska Farmers Tv

WHEN more than 8,000 wheat-rich, Nebraska farmers fork over $140,000 in order to get television service, it's worth a story. This is the story.

Early this year, a delegation of farmers from the wheat plains of southwestern Nebraska called on the owners of ch. 13 KHOL-TV Holdredge (Kearney), Neb. Couldn't the station do something about getting tv into their area, the Platte and Republican River Valley? After several huddles, the station suggested a satellite operation at Hayes Center (pop. 154) and the farmers agreed to raise enough money to build the station.

In two months the "Southwestern Nebraska Television Committee" raised $140,000. This was put in escrow until the station received its authorization from the FCC.

KHOL-TV moved twice to secure the grant. First it had to petition the FCC to allocate ch. 6 to Hayes Center. Then it had to apply for ch. 6 and receive formal FCC approval. It did both these things and two weeks ago the FCC approved its application to operate the Hayes Center satellite [B•T, Sept. 26].

The new Hayes Center station will cost more than $185,000 to build, including a three-hop microwave relay from Holdredge. It will bring tv for the first time to 100,000 people in the southwest corner of Nebraska.

KHOL-TV, owned by Dr. F. Wayne Brewster and associates, began operating Christmas Day 1953. It is affiliated with CBS and ABC. When the Hayes Center ch. 6 satellite commences operation—it is scheduled to begin in November—KHOL-TV will cover more than 500,000 people, Jack Gilbert, station manager, has reported.

Philadelphia, Las Vegas Tv Permits Granted by FCC

PERMITS for new tv stations were granted last week to Herbert Mayer for ch. 23 at Philadelphia and Moritz Zenoff for ch. 13 at Las Vegas.

Mr. Mayer, doing business as Ajax Enterprises, is making a bid to re-enter television after being out of the industry since 1954 when he sold to Storer Broadcasting Co. ch. 27 Portland, Ore., and ch. 8 WXEL (TV) Cleveland along with Empire Coil Co. (electronics parts), New Rochelle, N. Y., for $8.5 million.

Mr. Mayer's new station will operate with 537 kw visual and 288 kw aural. Construction cost was estimated at $414,100, first year operating cost at $500,000 and first year revenue $200,000. He also has an application pending for ch. 38 at Boston [B•T, Sept. 19].

At Las Vegas, a permit for ch. 13 was granted to Mr. Zenoff, who owns KBMI Henderson, Nev. The station will operate with 12.9 kw visual and 6.4 kw aural. Construction cost was estimated at $74,900, first year operating cost at $200,000 and first year revenue at $250,000. Mr. Zenoff also owns *Boulder City* (Nev.) *News* and the *Henderson Home News*.

In both new stations, the transmitters and antennas will be RCA.

WITN (TV) Control Transfer Granted Approval by FCC

APPROVAL was granted by the FCC last week for the acquisition of control of ch. 7 WITN (TV) Washington, N. C., by the Roberson family and William S. Page through 50.7% purchase of stock from H. W. Anderson and R. M. Fountain for $121,840. The Robersons will now own 67.82% of the outlet [B•T, Aug. 15].

Purchasers are W. R. Roberson Sr., W. R. Roberson Jr., J. P. Roberson and Mrs. Hannah R. Bagwell, nee Roberson. The Robersons also own WRRF Washington, N. C., and Mr. Page owns 80% of WELS Kinston, N. C.

Losing Applicants Dispute Charlotte Ch. 9 Decision

OBJECTIONS to the examiner's initial decision recommending Piedmont Electronics & Fixture Corp. for ch. 9 at Charlotte, N. C., were submitted to the Commission last week by Carolinas' Television Corp. and WSOC Charlotte, the two applicants denied by the examiner [B•T, Aug. 8]. They asked the Commission for oral argument.

The Broadcast Bureau also submitted exceptions to the Charlotte initial decision but did not quarrel with the recommended grant to Piedmont. The bureau claimed the examiner misinterpreted certain Commission criteria.

One of the principal issues objected to by the bureau was the examiner's determination that WSOC would not be able to complete

classics
are commercial . . .

last year, more Americans went to concerts than they did to baseball games . . . *serious music is serious business* . . . and the best in serious music is yours in the superb Concert Section of the

SESAC
TRANSCRIBED LIBRARY

why not write for information, today?

SESAC

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NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Sickness at your house?

TODAY, medical and nursing authorities are recommending home care for more and more patients . . . especially if someone in the family is skilled in home nursing.

There are several reasons why home nursing is of such great importance now. Nearly all of our country's hospitals are crowded. In fact, they care for more than 20 million patients a year.

Naturally, doctors, nurses and their assistants are busier than ever before. So, whenever a patient can be adequately cared for at home, hospital beds and personnel are freed for more serious cases.

Moreover, the cost of a long hospital stay is a heavy financial burden to the average family . . . as well as a source of worry to the ill person.

Lengthy hospitalization may also make the sick person depressed and even doubtful of his recovery. These attitudes can often be offset when the patient can safely and conveniently be cared for within the family circle. In fact, familiar home surroundings and family companionship can often help to hasten recovery.

Fortunately, in such circumstances, home nursing can usually be performed adequately by a family member under the direction of the doctor.

To give the best possible help to an ill person, however, the home nurse must know how to follow the doctor's specific instructions, and be able to care for both the physical and emotional needs of the patient. In addition, the home nurse should be prepared to make some simple but essential observations which help the doctor determine the patient's progress.

Suppose you had to give home nursing care to someone in your family. Would you know how to do any of the following:

1. Could you carry out a doctor's orders to observe and record a patient's breathing, or to take his pulse?
2. Help a sick person overcome fears and anxieties?
3. Persuade a child to take medicine?
4. Help a bed patient maintain comfortable posture?

Since illness may occur unexpectedly at any time in any family, someone in *every* household should be a qualified home nurse.

You can learn more about home nursing skills in free courses given in most communities by the American Red Cross.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

TIME OUT...

. . . Play after play, KDUB-TV's power-packed pro team can drive your sales into touchdown territory. The stands are packed with 105,133 loyal fans available at less cost than with any other Texas TV team!

NOW 316,000 watts!

CBS

KDUB-TV

KDUB-AM • WEST TEXAS' ONLY 24 HOUR RADIO

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS

necessary construction for the price estimated.

Carolinas' Television, composed of WIS-AM-TV Columbia, S. C.; WIST Charlotte, and local residents, said it should have been clearly preferred on the basis of the examiner's ultimate findings and said its exceptions relate principally to the conclusions and weighing of the evidence.

Both WSOC and Carolinas' questioned the commercial practices of Mitchell Wolfson-owned WTVJ (TV) Miami. (Mr. Wolfson controls 40% of Piedmont.) Carolinas' said the examiner erred in ruling as irrelevant and immaterial what Carolinas' describes as the record of excessive commercialization at WTVJ under the direction of Mr. Wolfson.

Applicants File Bids For N. Y., Michigan Tvs

APPLICATIONS for new tv stations at Buffalo, N. Y., and Ironwood, Mich., were filed with the FCC last week.

At Buffalo, a group of local businessmen are seeking ch. 59 there. Principals are equal owners Bernard I. Obletz, Richard S. Levy and Daniel A. Roblin, who have no broadcast interests. The proposed station will operate at 25 kw visual and 13.5 kw aural. Construction cost was estimated at $86,500, first year operating cost at $155,000 and first year revenue at $185,000. Transmitter and antenna will be RCA.

WJMS Ironwood, Mich., has applied for low power operation on ch. 12 there. Effective radiated power would be 370 w visual and 185 w aural. Applicant Upper Michigan-Wisconsin Broadcasting Inc. also owns WATW Ashland, Wis., and 51% of WIKB Iron River, Mich.

Total construction cost was estimated at $59,004, first year operating cost at $80,000 and first year revenue at $88,000. Transmitter and antenna will be Dage Tv.

FCC Grants Seven Am, One Tv Facility Changes

FACILITY changes in a total of seven am and one tv station were granted by the FCC last week.

KBES-TV Medford, Ore., ch. 5, was granted a modification of its construction permit so it might move its transmitter to Soda Mt., about 15 miles southeast of Ashland, Ore., change effective radiated power from 28.8 kw visual and 15.8 kw aural to 75.9 kw visual and 38 kw aural, increase its antenna height from 430 ft. to 2,330 ft., and make other equipment changes.

Am facility changes granted were:

• KIUP Durango, Colo.—change power from 1 kw unlimited to 1 kw night, 5 kw to local sunset, continuing on 930 kc with directional antenna at night.

• WNER Live Oak, Fla.—switch from 1390 kc to 1250 kc, operating daytime only with 1 kw.

• WKXY Sarasota, Fla.—move from 1540 kc to 930 kc, operating daytime with 1 kw and directional antenna; engineering conditions were outlined by the Commission.

• WCSI Columbus, Ind.—increase power from 250 w to 500 w, operating day only on 1010 kc.

• WSYD Mount Airy, N. C.—change from 5 kw day to 1 kw at night and 5 kw until local sunset, using a directional antenna at night; engineering conditions were imposed. WSYD is licensed on 1240 kc, 250 w unlimited.

• WCLG Morgantown, W. Va.—increase from 500 w to 1 kw, operating daytime on 1300 kc.

CH. 13 WHTN-TV SET TO START LAST WEEKEND

WITN (TV) announces personnel lineup; KOSA-TV sets sights on Jan. 1 target date.

WHTN-TV Huntington, W. Va., which originally planned to go on the air Sept. 15, has announced that its new target date was to be yesterday (Sunday). The station will operate on 316 kw maximum power and is affiliated with ABC. With more than 315,000 sets claimed within its market, the ch. 13 station estimates it will service about 537,000 people. Fred Weber is president, Edward Petry & Co. is representative.

Personnel lineup for ch. 7 WITN (TV) Washington, N. C., which began commercial programming on Sept. 26 [B•T, Sept. 26], has been announced by the station. W. R. Roberson Jr., associated with his father in the establishment and operation of WRRZ Clinton and WRRF Washington, both N. C., is WITN president and general manager. T. H. Patterson, manager of WRRF for the past 10 years, has been named commercial manager of the new tv operation.

Mr. Patterson announced the appointment of Earl Broome, formerly with WGTC Greenville, N. C., as account executive. Hal Wilson, radio-tv veteran and for the past six years consultant to the establishment of WIRI-TV Plattsburg, N. Y., joins WITN as director of operations. Other appointments include Ben McDonald, news director; William E. Knight, meteorologist, and Ben McManis, personality.

Report from KOSA-TV Odessa, Tex., proposed ch. 7 outlet, sets a target date of Jan. 1, 1956, with test patterns expected to begin by Dec. 15. An order for GE equipment has been placed and construction has started on the studio building at 1211 N. Whitaker.

The building will comprise about 10,000 sq. ft., including a 45 x 45 foot studio. Cecil Trigg is president-general manager; John Vacca, station manager; Ed Costello, sales manager, and William Schock is chief engineer. The station is represented nationally by The Branham Co.

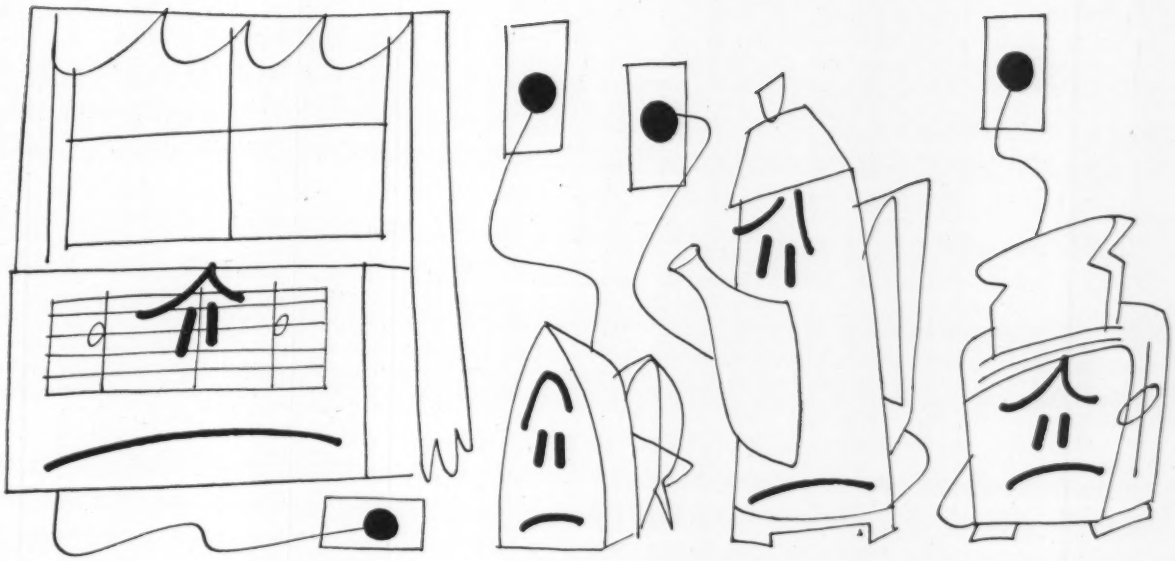
Sarnoff Keynotes WNDU-TV Dedication, Receives Degree

"THE CRISIS of our time is fundamentally moral" and the only real protection against ultimate chaos is the "spirit of man," Brig. Gen. David Sarnoff, RCA-NBC board chairman, told a Sept. 30 gathering of more than 3,000 at a special Notre Dame U. convocation marking the dedicaton of the university's new tv station, ch. 46 WNDU-TV.

General Sarnoff received an honorary Doctor of Science degree from the university as "an American genius of public communications" whose "contributions to the 20th Century wonders of radio and tv have put our country and the world immeasurably in his debt." The degree was conferred by Rev. Theodore M. Hesburgh, Notre Dame president.

WMUR-TV Sets New Rates

NORMAN A. GITTLESON, executive vice president and general manager of WMUR-TV Manchester, N. H., has announced an increase in the station's rate card, effective yesterday (Sunday). The new rate card changes Class AA time from 6 to 11 p.m. to 7:30 to 10:30 p.m.



What's the story on "Inadequate Wiring"?

You've been hearing a lot lately about "inadequate wiring." Perhaps you've wondered how wiring in so many homes seems all of a sudden to be "inadequate."

About 30,000,000 homes in the U. S. today have "old-fashioned" electric wiring. It's become "inadequate" because people are putting to work so many new electric appliances to save time and effort, to make living more pleasant.

Some buildings have, for example, only 115-volt current; air conditioners, electric ranges and the like need 230 volts. Some older homes have a 30-ampere service entrance . . . newer ones perhaps 60 . . . and too few circuits. Today they need a 100-ampere service entrance with more branch circuits and more outlets.

Four out of five homes need additional wiring today simply because when they were built no one foresaw the tremendous increases that have taken place in home use of electric power. But today people are using more than *four times* as much electricity as they were 25 years ago. They'll want still more for the future.

If you could send as much electricity as you wanted through a small wire, there'd be no problem. But the longer and thinner a wire, the less electricity it will carry. When you ask electric wiring to do more than it can, either fuses blow, or wires get too hot for safety, or you don't get the most efficient use of your appliances. For example, irons don't get hot enough, TV pictures shrivel, lights go dim.

The job of the local electric light and power company is to bring plenty of electricity up to where wiring enters the customer's house. From there on, the electrical contractor takes over. He's the one to see if wiring needs to be modernized.

Since 1945 Americans have doubled their use of electricity. In the next 10 years they'll need twice as much as they're using today. The nation's electric light and power companies are planning and building ahead so there'll always be plenty for everybody.

So long as inadequate wiring is a bottleneck, people can't enjoy all the electricity, and all the new appliances, that are ready for them.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

**Names on request from this magazine*

"YOU ARE THERE"—CBS *television—witness history's great events*

KYW NAMES TETER GENERAL MANAGER

ROBERT H. TETER, sales manager, KYW Philadelphia, has been named general manager of the station, succeeding Franklin A. Tooke, who is being transferred to Westinghouse Broadcasting Co.'s New York executive office for special assignment, Chris J. Witting, WBC president, said last week. Mr. Teter's promotion became effective Oct. 1.

MR. TETER

Mr. Teter, a veteran of Philadelphia radio and advertising, has been sales manager of KYW since 1950. Westinghouse, which owns and operates KYW, credited Mr. Teter with having contributed to "much of the rise in radio billings," which, it was noted, rose 21.7% the first nine months of this year over the same period last year. National spot billings are up 18.3% while local sales in 1954 were increased 42.8% over 1953, Mr. Witting said.

The new manager, who joined the station in 1947 as a sales representative, had been previously and successively with N. W. Ayer & Son, H. M. Dittman Agency and A. E. Aldrich & Assoc.

Hell or High Water

DESPITE the havoc wrought by Hurricane Ione, which dropped 20 inches of rain in two days at the transmitter site of WITN (TV) Washington, N. C., the storm failed to dampen a desire on the part of the station to get on the air in time to receive a feed of NBC-TV's World Series telecasts. Waters rose three inches deep in the transmitter room, necessitating rewiring, beginning Sept. 23 on a round-the-clock basis. Target date of Sept. 26 for the station was literally blown out by Ione's winds, which caved in a temporary window in the telephone microwave room, causing considerable damage. The telephone company provided the station with temporary service and WITN, with little time to spare, was on the air in time for the Wednesday start of the World Series.

KHFS Owner, C. M. Weagant Dies Following Long Illness

CHARLES MARVIN WEAGANT, 49, Portland radio engineer and owner of KHFS Vancouver, Wash., died Sept. 16 after a long illness.

In recent years, Mr. Weagant devoted his time to inventing and developing high fidelity transmission equipment and has been a licensed radio operator over 30 years. He developed what is said to be the only high fidelity am broadcast station in the nation, KHFS, which went on the air July 5, 1954. Mr. Weagant, with his son Ralph C., designed and built all the equipment for the station while confined to a wheel chair with arthritis.

Survivors include his widow and two sons, Ralph C. and Warren G.

Network Selling Plans Offer Spot Analysis, States Weed

NETWORK RADIO "segmented and regimented . . . (selling) plans" should afford "an opportunity for stations and their representatives to follow up with clients on how right the genuine spot formula has been through the years," Joseph J. Weed of Weed & Co., station representation firm, said last week.

In a statement on what he described as "further plans of radio networks to imitate the spot program formula," Mr. Weed said they would work as "tremendous promotion for genuine spot." Mr. Weed said the network radio plans "offer little on the program side that local talent, news services and record-transcription libraries cannot equal or surpass."

Muscle Shoals Inc. Re-elects Mapes WOWL General Mgr.

RADIO Muscle Shoals Inc., licensee of WOWL Florence, Ala., re-elected William A. Mapes executive vice president and general manager.

Other officers elected for the coming year were Richard B. Biddle, president; O. Bryan Miley, vice president, and John Martin, secretary-treasurer.

(Continued on page 92)

WREX-TV

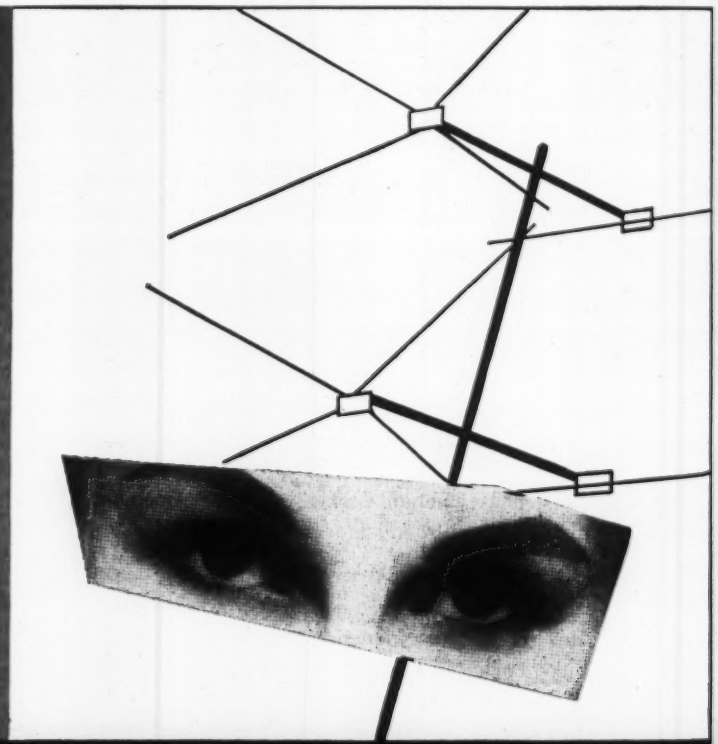
means

256,600 TV sets

and over

1,000,000 pairs of eyes

Here is a billion dollar market, untouched by either Chicago or Milwaukee TV (90 air miles away). Only **one** VHF station rules this domain . . . only **one** VHF station feeds the finest of network (CBS-ABC) and local shows to agricultural and industrial eyes. A truly market-area station — an important station for **you.** Call Joe Baisch, or contact your H.R. man for complete details and availabilities.



WREX-TV "Fit for a King" Channel 13

ROCKFORD, ILLINOIS CBS-ABC Network Affiliation

represented by H-R TELEVISION, INC.

J. M. BAISCH, General Manager

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

OCTOBER 1955

Total U. S. Stations on Air: 451
(Commercial: 435; Educational: 16)
Total Cities With Tv Stations: 290
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 347,650; N; $750
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 351,000; N; $750
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
► WMSL-TV (23) CBS, NBC; Walker; 31,200; $150
DOTHAN†—
► WTVY (9) CBS; Young; $100
MOBILE—
► WALA-TV (10) NBC, ABC, CBS; Headley-Reed; 124,500; $400
WKAB-TV (48) See footnote
► WKRG-TV (5) CBS; Avery-Knodel
MONTGOMERY—
► WCOV-TV (20) CBS, ABC, DuM; Raymer; 71,000; $200
► WSFA-TV (12) NBC; Katz; 105,550; N; $350
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 138,360; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 138,360; N; $500
► KPHO-TV (5) DuM; Katz; 138,360; N; $450
► KTVK (3) ABC; Weed; 167,000; LF, LS; $400
TUCSON—
► KOPO-TV (13) DuM, CBS; Hollingbery; 48,868; $250
► KVOA-TV (4) ABC, NBC; Raymer; 48,200; $225
KDWI-TV (9) 4/19/55-Unknown
YUMA†—
► KIVA (11) CBS, NBC; Raymer; 26,908; $200

ARKANSAS

EL DORADO†—
KRBB (10) NBC; 2/24/54-11/15/55
FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS, DuM; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
► KARK-TV (4) NBC, DuM; Petry; 112,711; N; $350
► KATV (7) (See Pine Bluff)
KTHV (11) Branham; 11/4/54-11/1/55
PINE BLUFF—
► KATV (7) CBS, ABC; Avery-Knodel; 112,711; N; $450
TEXARKANA—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC, DuM; Weed; 93,000; $275
► KERO-TV (10) NBC, CBS, Hollingbery; 152,000; N; $400
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC, NBC, DuM; Avery-Knodel; 68,100; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA†—
► KIEM-TV (3) CBS, ABC, NBC, DuM; Hoag-Blair, 25,000; $200
FRESNO—
► KJEO (47) CBS, ABC; Branham; 165,000; N; $450
► KMJ-TV (24) NBC; Raymer; 165,000; N, LF, LS; $500
KARM (12) Bolling; Initial Decision 8/3/54
KBID-TV (53) See footnote
LOS ANGELES—
► KABC-TV (7) ABC; Petry; 2,173,665; $1,500
► KCOP (13) Weed; 2,173,665; $1,250
► KHJ-TV (9) DuM; H-R; 2,173,665; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,173,665; N, LS, LF, LL; $2,700
► KRCA (4) NBC; NBC Spot Sls.; 2,173,665; N, LS, LF, LL; $3,600
► KTLA (5) Raymer; 2,173,665; LS, LF, LL; $1,500
► KTTV (11) Blair; 2,173,665; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
► KBET-TV (10) CBS; H-R; 366,000; N, LF, LS; $600
► KCCC-TV (40) ABC, NBC; Weed; 165,000; $400
► KCRA-TV (3) NBC; Petry
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC, DuM; H-R; 110,879; $350
SAN DIEGO—
► KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $800
► KFSD-TV (10) NBC; Katz; 306,845; N; $600
SAN FRANCISCO—
► KGO-TV (7) ABC; Petry; 1,153,730; $1,200
► KPIX (5) CBS; Katz; 1,153,730; N; $1,250
► KRON-TV (4) NBC; Free & Peters; 1,153,730; N, LS, LF, LL; $1,500
► KSAN-TV (32) Stars National; 300,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
► KNTV (11) Bolling
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS, DuM; Grant; 95,218; $200
SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 227,318; $450
STOCKTON†—
► KOVR (13) DuM; Blair; 1,120,660; $700
► KTVU (36)
TULARE (FRESNO)—
► KVVG (27) Young; 215,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Hollingbery; 59,223; $150
► KRDO-TV (13) NBC; Avery-Knodel; 40,000; $125
DENVER—
► KBTV (9) ABC; Free & Peters; 317,901; $600
► KFEL-TV (2) DuM; Hoag-Blair; 317,901; N; $400
► KLZ-TV (7) CBS; Katz; 317,901; N; $650
► KOA-TV (4) NBC; Petry; 317,901; N; $650
KRMA-TV (*6) 7/1/53-Unknown
GRAND JUNCTION†—
► KFXJ-TV (5) NBC, CBS, ABC; Holman; 14,372; $120
PUEBLO†—
► KCSJ-TV (5) NBC; Avery-Knodel; 55,310; $150

SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WGTH-TV (18) CBS, ABC, DuM; H-R; 357,000; $500
WCHF (*34) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
► WKNB-TV (30) NBC, CBS; Bolling; 284,169; N; $500
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; Katz; 600,000; $750
► WRC-TV (4) NBC; NBC Spot Sls.; 751,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 692,000; N; $1,500
► WTTG (5) DuM; H-R; 665,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown
DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-Oct. '55
FORT LAUDERDALE—
► WITV (17) ABC; H-R; 176,000 (also Miami); $400
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 16,140; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE†—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600; N; $200
► WMBR-TV (4) CBS, ABC, DuM; CBS Spot Sls.; 491,024; N; $700
WOBS-TV (30) Stars National; 9/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
► WGBS-TV (23) NBC; Katz; 204,000; N; $500
► WTVJ (4) CBS; Free & Peters; 336,000; N; $900
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
► WTHS-TV (*2)
Biscayne Tv Corp. (7) Initial Decision 1/17/55
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 103,427; N; $250
WORZ Inc. (9) Initial Decision Aug. 10
Orange County Broadcasters Inc. (18) 9/21/55-Unknown
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 107,000; $250
► WPFA (15) McGillvra; 32,500
ST. PETERSBURG†—
► WSUN-TV (38) ABC; Weed; 175,874; $325
TAMPA—
► WFLA-TV (8) NBC; Blair; 200,000; N, LF, LS; $400
► WTVT (13) CBS; Avery-Knodel; 198,500; N, LF, LS; $500
WEST PALM BEACH—
► WEAT-TV (12) ABC; Walker; 231,000; $200
► WIRK-TV (21) Cooke; 48,000; $150
► WJNO-TV (5) NBC, CBS, DuM; Venard; 301,875; $250

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000; $200
ATLANTA—
► WAGA-TV (5) CBS, DuM; Katz; 462,000; N; $850

THIS MAN REPRESENTS A TOTAL OF OVER 1,000,000 HOURS OF TV EXPERIENCE!

Experience makes a world of difference when it comes to quality TV production. On the air since 1948, WBEN-TV is — by far — Buffalo's oldest TV outlet, with television know-how that has been seven long years in the making.

Nearly every man on the WBEN-TV staff has been with this pioneer station since its early beginning. These skilled veterans work in two fully equipped studios that permit staging with unhurried care.

The fact is, WBEN-TV means Q-U-A-L-I-T-Y. And in a field where quality is crucial, here's good news. *There's no need to settle for anything less when quality production by* WBEN-TV *costs no more.*

in Buffalo-TV dollars count for more on channel 4

7 of 10

WBEN-TV has seven of the 10 top rated multi-weekly shows in Buffalo. WBEN-TV also has the majority of the top 15 weekly shows, according to TELEPULSE.

CBS NETWORK

WBEN-TV

BUFFALO, N. Y.

WBEN-TV Representatives

HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO

B·T TELESTATUS

► WLWA (11) ABC; Crosley Sls.; 481,000; $700
► WSB-TV (2) NBC; Petry; 516,140; N, LS, LF; $900
WQXI-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 169,180; N; $250
► WRDW-TV (12) CBS; Headley-Reed; 149,900; $250

COLUMBUS—
► WDAK-TV (28) NBC, ABC, DuM; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 106,017; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WTOC-TV (11) CBS, ABC, NBC, DuM; Avery-Knodel; 150,360; $200
WSAV-TV (3) 1/26/55-Unknown

THOMASVILLE†—
► WCTV (6) CBS; Meeker

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Free & Peters; 47,800; $150
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 44,000; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 40,416; $175

LEWISTON†—
KLEW-TV (3) 2/9/55-11/1/55

TWIN FALLS†—
KLIX-TV (11) ABC; 3/19/53-Unknown (granted STA 4/19/55)

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 331,260; N; $700

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,255,000; $2,200
► WGN-TV (9) DuM; Hollingbery; 2,300,000; $1,500
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000; N, LL, LS, LF; $3,300
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown
► WTTW (*11)

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC, NBC, DuM; Bolling; 175,000; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 232,437; N; $400
► WTVH (19) CBS, ABC; Petry; 231,056; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 256,600; N; $400
► WTVO (39) NBC, DuM;; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC, DuM; Avery-Knodel; 303,930; N; $700

SPRINGFIELD—
► WICS (20) ABC, NBC, DuM; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 2/2/55-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 657,615 (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC, NBC, DuM, CBS; H-R; 208,319; LS; $300

EVANSVILLE—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315; $250
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

FORT WAYNE—
► WKJG-TV (33) NBC, DuM; Raymer; 138,070; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,000
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE†—
► WFAM-TV (59) CBS, DuM; Rambeau; 66,500; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WSBT-TV (34) CBS, DuM; Raymer; 206,363; N; $400
► WNDU-TV (46) NBC; Meeker

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC; Bolling; 154,000; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC, CBS; Weed; 315,600; N; $550

CEDAR RAPIDS—
► KCRG-TV (9) ABC, DuM; Venard; 288,660; $325
► WMT-TV (2) CBS; Katz; 301,330; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 295,165; N; $800

DES MOINES—
► WHO-TV (13) NBC; Free & Peters; 302,000; N; $650
► KRNT-TV (8) CBS; Katz
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC, DuM, CBS; Pearson; 41,200; N; $150

MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200

OTTUMWA†—
KTVO (3) 12/16/53-Unknown

SIOUX CITY—
► KTIV (4) NBC, DuM; Hollingbery; 187,734; N; $300
► KVTV (9) CBS, ABC; Katz; 154,642; N; $300

WATERLOO—
► KWWL-TV (7) NBC, DuM; Avery-Knodel; 162,159; $400

KANSAS

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $225

HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 228,230; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC, DuM; Katz; 125,297; $250

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper Sls.; 459,428; N; $400

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 225,000; $425
► KEDD (16) NBC; Young; 160,968; $425
► KTVH (12) See Hutchinson
► KARD-TV (3) Petry

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 89,865; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 466,671; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $850
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

New Tv Stations

THE following tv stations started regular programming within the past month:

WKRG-TV Mobile, Ala. (ch. 5); KCRA-TV Sacramento, Calif. (ch. 3); KNTV San Jose, Calif. (ch. 11); WTHS-TV Miami, Fla. (educ. ch. 2); WCTV Thomasville, Ga. (ch. 6); WTTW Chicago, Ill. (educ. ch. 11); KARD-TV Wichita, Kan. (ch. 3); WITN Washington, N. C. (ch. 7); KDLO-TV Florence, S. D. (ch. 3); KFJZ-TV Ft. Worth, Tex. (ch. 11); WHTN-TV Huntington, W. Va. (ch. 13).

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC, DuM; Young; 82,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 170,080; $250

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 67,500; $200

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; DuM; Young; 62,167; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC, DuM; H-R; 245,500; N; $300

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 343,390; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS, DuM; Bolling; 139,000; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55

SHREVEPORT—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 88,000; $300
► KTBS-TV (3) NBC; Petry; 151,941

MAINE

BANGOR—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300

PORTLAND—
► WCSH-TV (6) NBC, DuM; Weed; 173,767; N; $350
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350
WPMT (53) See footnote

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 619,700; $975
► WBAL-TV (11) NBC; Petry; 618,063; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 618,063; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 52,860; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,345,142; N, LS, LF; $2,250
► WGBH-TV (*2) 1,332,379; N, LL, LF, LS
► WNAC-TV (7) CBS, ABC, DuM; H-R; 1,345,142; N; $2,000
WJDW (44) 8/12/53-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)†—
► WTAO-TV (56) ABC, DuM; Keller; 219,000; $250

PITTSFIELD†—
► WMGT (19) DuM, ABC; Walker; 167,054; $250

SPRINGFIELD—
► WHYN-TV (55) CBS, DuM; Branham; 195,000; $300
► WWLP (22) NBC, ABC; Hollingbery; 192,500; N; $350

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 27,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 312,555; N; $500

CADILLAC—
► WWTV (13) CBS, ABC, DuM; Weed; 315,316; $200

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,000
► WWJ-TV (4) NBC; Free & Peters; 1,580,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,546,000; N; $1,700
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown
WTVS (*56) 7/14/54-Fall '55

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) CBS; 5/12/54-Sept. '55

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 549,149; N; $1,050
WMCN (23) 9/2/54-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC, DuM; Avery-Knodel; 590,500; N; $1,000

EVENING

COMPARATIVE TV NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Almnm Ltd. of Canada Scott Paper Omnibus 5-6:30 p.m.		Johns Manville alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Cos. (alt. wks.) Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup (Alt. wks.) Kellogg Lassie		Chrysler It's A Great Life F
7:15				
7:30		Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny		Reynolds Metals Frontier F
7:45				
8:00	Famous Film Festival (Partici-pating)	Lincoln-Mercury Dealers The Ed Sullivan Show L		Colgate-Palmolive Variety Hour L 7:30-9 p.m. (1 wk. of 4) Color Spread Spectaculars
8:15				
8:30				
8:45				
9:00	Emerson Drug Lentheric Inc. Chance of a Lifetime	Gen. Elect. G E Theatre F		Goodyear Corp. (alt. with) Alcoa TV Playhouse
9:15				
9:30	Pharmaceuticals Life Begins At 80	Bristol-Myers Alfred Hitchcock Presents		
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Opening Night		Kleenex P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		American Tobacco Justice L
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45		Whitehall News		
7:00	*Kukla, Fran & Ollie*			
7:15	Tidewater Oil Daily-News	Whitehall News		Tony Martin Asso. Prods Webcor L
7:30	Standard Brands (Alt. wks.) Topper	Johnson & Johnson (Alt. wks.) Wildroot Robinhood		
7:45				Camel Caravan L
8:00	Studebaker Packard Tv Readers Digest F	Carnation (alt.) Gen. Mills Burns & Allen L		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
8:15				
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (alt. wks.) Toni Co. Godfrey's Talent Scouts		Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L
8:45				
9:00	*Dotty Mack Show L*	P&G (alt. wks.) Gen. Foods I Love Lucy	Co-op Monday Night Fights Chris. Schenkel	GE Dow Chmcl. Medic F
9:15				
9:30	CIBA Medical Horizons	General Foods December Bride		Johnson Wax alt. with Schick
9:45				
10:00	*The Big Picture*	Westing-house Studio One L		Robert Montgomery Presents
10:15				
10:30			Co-op At Ringside	
10:45				
11:00				
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45		Pall Mall News		
7:00	*Kukla, Fran & Ollie*			
7:15	Miles Labs Daly-News	Pall Mall News		
7:30	L&M Gen. Elec. Monsanto Warner Bros. Presents	Whitehall Name That Tune		Dinah Shore Show Chevrolet L
7:45				Camel News Caravan L
8:00		Maytag Co. (alt. wks.) Sheaffer Navy Log		Sunbeam RCA Whirlpool M. Raye Show
8:15				
8:30	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp	R. J. Reynolds (Alt. wks.) Amana You'll Never Get Rich		M. Berle Show Chevy Show Chevrolet L
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie		P&G J. Wyman's Fireside Theatre F
9:15				
9:30	duPont Cavalcade Theatre	S.C. Johnson alt. wks. Pet Milk Red Skelton		Armstrong Cork Armstrong Circle Th'tre Pontiac Playwrights Hour L
9:45				
10:00	*Talent Varieties*	Revlon The $64,000 Question		
10:15				
10:30		G.M. Frigidaire My Favorite Husband		Lever Bros. A.C. Spark Plug Big Town F
10:45				
11:00				
11:15 PM				

WEDNESDAY

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00	*Kukla, Fran & Ollie*	
7:15	Miles Labs Daly-News	
7:30	American Motors American Dairy Derby Foods Disneyland Whirlpool	
7:45		
8:00		
8:15		
8:30	Gen. Foods American Tobacco M-G-M Parade	
8:45		
9:00	Pharmaceuticals Inc. Knomark (Alt. wks.) Masquerade Party	
9:15		
9:30	Sheaffer Pen Brwn Wmsn (alt. wks.) Penny To A Million	
9:45		
10:00	Wednesday Night Fights Pabst Brewing Co. Mennen Co. (Alt. wks.) L	
10:15		
10:30		
10:45		
11:00		
11:15 PM		

DAYTIME

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15		Kellogg Wild Bill Hickok		
11:30				
11:45				
12:00 N		Ideal Toy Winky Dink and You (12-12:15 only)		Hartz Capt. Hartz L
12:15 PM				
12:30	Faith for Today			
12:45				
1:00	College Press Conference			American Forum L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM		The Morning Show 7-8 a.m. Captain Kangaroo 8-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45				
10:00				Ding Dong School L (See Footnote)
10:15		Garry Moore Show and Arthur Godfrey Time (See Footnotes)		
10:30				Chas. Antell Search for Beauty L
10:45				
11:00				Participating Sponsors Home L
11:15		Colgate-Palmolive Strike It Rich L		
11:30				
11:45		G.M., MWF Wssn O. Tu. Toni, Th Valiant Lady		
12:00 N		Amer. Home Products Love of Life		*Tennessee Ernie Ford* L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		Feather Your Nest Colgate-Palmolive L
12:45				
1:00		*Jack Paar Show*		
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				Pinky Lee Show L
10:15				
10:30		*Winky Dink and You*		Paul Winchell Show Tootsie Rolls L
10:45				
11:00		Wander Capt. Midnight		General Foods Fury F
11:15				
11:30		Armour&Co. (alt. wks.) Gen. Mills Tales of the Tex. Rngrs. F		Mr. Wizard L
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

SATURDAY

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

EVENING

THURSDAY

ABC	CBS	DuMONT	NBC
	Pall Mall News		
Kukla, Fran & Ollie			
Tide Water Oil Daly–News	Pall Mall News		
General Mills Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon		Dinah Shore Show Chevrolet L
Admiral Bishop Sheen L	R. J. Reynolds Bob Cummings Show		Camel News Caravan L
Necchi Quality Goods Stop the Music	Chrysler Motors Climax—Shower of Stars L		DeSoto-Plymouth You Bet Your Life F
Brillo Star Tonight			Borden Co. The People's Choice F
Western U. P&G American Home Down You Go	Singer Sew'g. alt. wks. Brstl. Myrs. Four Star Playhouse		Chesterfield Dragnet F
Outside U.S.A.	General Foods Johnny Carson Show		Ford Theatre F
	American Home Prod. "Wanted"		Lever Bros. Lux Video Theatre L

FRIDAY

ABC	CBS	DuMONT	NBC
	Ronson News		
Kukla, Fran & Ollie			
Miles Labs Daly–News	Ronson News		
National Biscuit Co. Rin Tin Tin F	The Adventures of Champion	DuMont Labs What's The Story	Eddie Fisher Show Coca-Cola L
Hotpoint Quaker Oats Ozzie and Harriet	General Foods Mama		Plymouth News Caravan L
Chevrolet Crossroads F	General Foods Our Miss Brooks F		P. Lorillard Truth or Consqnces. F
Wine Corp. Dollar A Second	R.J. Reynolds The Crusader		Gulf—Life of Riley F
Sterling Drug The Vise	Schlitz Brewing Co. Playhouse of Stars		Simoniz & Amer. C&C Big Story F
Ralston Name's the Same	Brown & Williamson P&G The Lineup		Star Stage Ponds Campbell Soup F
	Amer. Oil-Hamm (Alt. wks.) Elgin Person to Person		Cavalcade of Sports Gillette L
			State Farm Ins. Co. Red Barber's Corner L

SATURDAY

ABC	CBS	DuMONT	NBC
	Lehn & Fink The Lucy Show		Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L
	Wrigley Gene Autry Show		
Co-op Ozark Jubilee L	Sylvania Beat the Clock L		Speidel Purex The Big Surprise L
Ralston Grand Ole Opry (Every fourth week)	Nestle Stage Show		Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L
	Buick Motors Jackie Gleason in Honeymooners		
Dodge Div. The Lawrence Welk Show L	P. Lorillard (alt. wks.) Sheaffer Two for the Money		Toni Papermate People Are Funny F
	P&G It's Always Jan (3 of 4 wks.)		Texaco Star Theatre J. Durante F
Tomorrow's Careers L	Liggett & Myers Gunsmoke (3 of 4 wks.)		Armour (alt.) Pet Milk Geo. Gobel Show L
	Anheuser-Busch Damon Runyon Theatre (3 of 4 wks.)		Am. Tobacco Warner Lambert Your Hit Parade L
	Ford Motor Co. Ford Star Jubilee every 4 wks. 9:30-11 p.m.		

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DAYTIME

SUNDAY

CBS	DuMONT	NBC
		Frontiers of Faith L
		American Inventory L
		Gen. Dynamics Corp. Youth Wants To Know L
		Dr. Spock L
	Pro Football Atlantic Refining Co.	*Zoo Parade* L
		Oct. 16 & 30 Gen. Motors Wide, Wide World L
		Oct. 23 Hallmark Maurice Evans Presents L
		Heinz Capt. Gallant F

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	P&G Welcome Travelers		
	Robert Q. Lewis (See Footnote)		
	Art Linkletter's House Party (See Footnote)		
	Colgate Big Payoff MWF Sus. Tu. Th		Ted Mack Matinee L
	Bob Crosby (See Footnotes)		P&G It Pays To Be Married L
	P&G The Brighter Day		Borden Co. Way of the World L
	Am. Home Pr. Secret Storm		Jergens Co. First Love L
	P&G On Your Account		Frnch. Mstd World of Mr. Sweeney L
			Col.-Pal. Modern Romances L
Mickey Mouse Club (see footnote)	Gen. Mills Barker Bill's Cartoons (Friday)		*Pinky Lee Show* L
			Howdy Doody (See Footnote)

SATURDAY

ABC	CBS	DuMONT	NBC
	Lever Bros. Uncle Johnny Coons		
			Pressbox Preview Co-op L
	Amana Refrig. Inc. Intercollegiate Football Games		Avco Gen. Cigar Schick Co-op NCAA Football Games L
			Dow Chmcl. Football Scoreboard L

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC—Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Morton Salt, SOS, Tv Time Foods, Welch, Vick, sponsor Mickey Mouse Club, Mon.-Fri., 5-6 p.m.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. C. H. Masland, Thu. Scott Paper, Fri. General Mills.
10:15-30 Mon. alt. wks. A. E. Staley. Tue. Kellogg, Wed. Simoniz, Thu. Toni alt. wks. Chun King, Fri. Lever Bros.
10:30-45 Fri. S.O.S. alt.
10:45-11 Fri. Converted Rice, alt. wks. Prudential.
11-11:15 Fri. Yardley.
11:15-11:30 Fri. Borden.

Arthur Godfrey
10:30-45 a.m. Mon.—Minnesota Mining Mfg., Tue. Chef Boy-Ar-Dee, Wed.—Corn Prod., Thur.—Dow Chemical.
10:45-11 a.m. M. & W.—Bristol Myers, Tu. & Th.—Kellogg.
11-11:15 a.m. M. & W.—Lever Bros., Tue. & Thur. Frigidaire.
11:15-30 a.m. M.-Th.—Pillsbury.

Robert Q. Lewis—2-2:15 p.m., Wed. Corn Prod., Fri. Brown & Williamson alt. wks.
2:15-30 p.m. Mon.—Lanolin plus

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:45-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 p.m. Tues. Larsen, alt. wks. Carnation, Wed. Simoniz, Thu. Toni, Fri. S.O.S., alt. wks. Gerber.
3:45-4 p.m., M., W., Fri.—General Mills. Tue.—Miles Labs, Thu.—Scott Paper Co.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

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B·T TELESTATUS

LANSING—
► WTOM-TV (54) DuM, ABC; McGillvra; 60,850; $200
► WJIM-TV (6) NBC, CBS, ABC; Petry; 435,980; N; $800

MARQUETTE†—
WDMJ-TV (6) 4/7/54-Unknown

SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 150,000; N; $300

TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 45,161; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $200

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 106,500; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote

HIBBING†—
KHTV (10) 1/13/54-Unknown

MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) DuM; H-R; 600,000; N; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Free & Peters; N, LL; $1,100
► WTCN-TV (11) ABC; Katz; 600,000; $750

ROCHESTER—
► KROC-TV (10) NBC; Meeker; 110,927; N; $200

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-Fall '55

HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown

JACKSON—
► WLBT (3) NBC; Hollingbery; 135,000; N; $300
► WJTV (12) CBS, ABC; Weed; 125,000; $300.

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC, DuM; Headley-Reed; 119,420; $300

CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 98,830; $200

HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 164,220; N; $250
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 119,844; $200

JOPLIN—
► KSWM-TV (12) CBS; Venard; 100,444; N; $200

KANSAS CITY—
► KCMO-TV (5) CBS, ABC, DuM; Katz; 510,598; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 510,598; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 510,598; N, LS, LF; $860

ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 140,553; $350

ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 810,272; N, LS, LF; $1,200
► KWK-TV (4) CBS, ABC; Katz; 725,000; N; $1,200
► KTVI (36) DuM, ABC, CBS; 401,362; $400
WIL-TV (42) 2/12/53-Unknown

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 87,774; N; $200
► KYTV (3) NBC, ABC; Hollingbery; 100,920; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 22,000; $150

BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, 24,500; $150

MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 20,708; $150

NEBRASKA

HASTINGS†—
KHAS-TV (5) NBC; Weed; 2/11/55-Oct. '55

HAYES CENTER†—
Bi-States Co. (6) 9/21/55-Unknown

KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC, NBC, DuM; Meeker; 77,932; $200

LINCOLN—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 129,426; $300
► KUON-TV (*12) 81,458

OMAHA—
► KMTV (3) ABC, CBS, DuM; Petry; 312,530; N, LS, LF, LL; $800
► WOW-TV (6) NBC, CBS, DuM; Blair; 317,494; N; $800
Herald Corp. (7) Initial Decision 4/6/55

SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 28,600; N; $250

LAS VEGAS—
► KLAS-TV (8) CBS, DuM; Weed; 28,600; $250
► KLRJ-TV (2) See Henderson
Moritz Zenoff (13) 9/28/55-Unknown

RENO—
► KZTV (8) CBS, ABC, NBC, DuM; Pearson; 20,500; $225
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER—
► WMUR-TV (9) ABC, DuM; Weed; 469,000; $300

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KOAT-TV (7) ABC, DuM; Hollingbery; 58,166; $200
► KOB-TV (4) NBC; Branham; 62,310; $325
► KGGM-TV (13) CBS; Weed; 62,310; $200

CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown

ROSWELL†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 28,318; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N, LL, LF, LS; $250
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC, DuM; Blair; N; 395,990; $600
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 476,062 (plus 506,791 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC, DuM; H-R; 170,000; $350
► WGR-TV (2) NBC; Free & Peters; 478,849 (plus 459,180 Canadian coverage); N; $950
WTVF (*23) 7/24/52-Unknown

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 70,780; $200

ELMIRA—
WTVE (24) See footnote

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WIRI (5) NBC, ABC; McGillvra; 98,390 (plus 350,000 Canadian coverage); $250

NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) DuM; Avery-Knodel; 4,730,000; LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000; LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 37,800; $100

ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 375,000 (includes 60,000 Canadian coverage); N; $800
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 295,500; N; $600
► WVET-TV (10) CBS, ABC; Bolling; 295,500; $600
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 446,200; N;

SYRACUSE—
► WHEN-TV (8) CBS, ABC, DuM; Katz; 370,000; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 364,610; N, LS, LF; $800
WHTV (*43) 9/18/52-Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS, DuM; Cooke; 175,000; N; $475

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 41,000;
► WLOS-TV (13) ABC; Venard; 370,180; $250

CHAPEL HILL†—
► WUNC-TV (*4) 377,350

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 497,775; N, LS, LF; $900
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision Aug. 2

DURHAM—
► WTVD (11) NBC, ABC; Petry; 275,690; N;

FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 340,974; N; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 139,340; $300

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM; Avery-Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19

WASHINGTON†—
► WITN (7) NBC; Headley-Reed

WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 80,456;
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 627,982; $450
► WTOB-TV (26) ABC; H-R; 110,118; $200

NORTH DAKOTA

BISMARCK†—
► KFYR-TV (5) NBC, CBS, ABC; Hoag-Blair; 28,750; $200
KBMB-TV (12) Weed: 5/18/55-Oct. '55

FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters; 660; $300

GRAND FORKS†—
KNOX-TV (10) 3/10/54-Unknown

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 28,000; $200

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 80,000; $300

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
► WICA-TV (15) 116,285; $200

CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 525,000; N; $1,000
► WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Branham; 1,185,560; N; $1,000
► WNBK (3) NBC; NBC Spot Sls.; 1,210,000; N, LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,100,460; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 467,756; N; $825
► WLWC (4) NBC; WLW Sls.; 350,800; N; $800
► WTVN-TV (6) ABC, DuM; Katz; 381,451; $600
WOSU-TV (*34) 4/22/53-Winter '55

DAYTON—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

LYRIA†—
WEOL-TV (31) 2/11/54-Unknown

IMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 81,699; $150

ANSFIELD†—
WTVG (36) 6/3/54-Unknown

ASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

EUBENVILLE (WHEELING, W. VA.)—
WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,074,415; $400
WTRF-TV (7) See Wheeling

OLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 376,890; N; $1,000
► WTOH-TV (79) 10/20/54-Unknown

OUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000; N; $350
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 151,168; N; $350

ANESVILLE—
WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000; N; $150

OKLAHOMA

DA—
KTEN (10) ABC; CBS, NBC (per program basis); Venard; 86,400; N; $225

RDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ID—
KGEO-TV (5) ABC; Pearson; 223,000; N; $225

AWTON†—
KSWO-TV (7) ABC, DuM; Pearson; 71,000; $150

USKOGEE†—
KTVX (8) ABC, DuM; Avery-Knodel; 248,750; N; $400

KLAHOMA CITY—
KTVQ (25) ABC; McGillvra; 167,381; $225
KWTV (9) CBS, ABC, DuM; Avery-Knodel; 341,500; N; $750.
WKY-TV (4) NBC, ABC; Katz; 349,293; N, LS, LF, LL; $800
KETA (*13) 12/2/53-Unknown

ULSA—
KOTV (6) CBS; Petry; 298,182; N; $750
KVOO-TV (2) NBC; Blair; 250,000; N; $700
KOED-TV (*11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown

OREGON

UGENE—
KVAL-TV (13) NBC, ABC, DuM; Hollingbery; 56,000; $225

LAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Fall '55

EDFORD—
KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 29,200; $200

ORTLAND—
KLOR (12) ABC; Hollingbery; 280,000; N; $500
KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
KPTV (27) NBC, DuM; NBC Spot Sls.; 336,157; N, LF, LS; $550
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

OSEBURG†—
KPIC (4) 6/8/55-Unknown

ALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

LLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

LTOONA—
WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 537,452; $600

ETHLEHEM—
WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC, DuM; Headley-Reed; 90,210; $150

ERIE—
► WICU (12) NBC, ABC, DuM; Petry; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 82,000; N; $200

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 193,002; $325
► WTPA (71) ABC, NBC; Headley-Reed; 193,002; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS, DuM; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 898,187; N, LS, LF; $825

LANCASTER—
► WGAL-TV (8) NBC, CBS, DuM; Meeker; 912,950; N, LS, LF; $1,200
WWLA (21) 5/7/53-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N; $3,000
► WFIL-TV (6) ABC, DuM; Blair; 2,105,636; N, LS, LF; $2,400
► WPTZ (3) NBC; Free & Peters; 2,088,318; N; $3,200
Ajax Enterprises (23) 9/28/55—Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC, DuM; Free & Peters; 1,200,000; N; $1,500
► WENS (16) ABC, CBS, NBC; 400,000; $400
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote
WIIC (11) CBS; Blair; 7/20/55-11/15/55

READING—
WEEU-TV (33) See footnote
► WHUM-TV (61) ABC, CBS; H-R; 298,021; $300

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; Blair; 260,000; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 260,000; N; $400
► WILK-TV (34) ABC, DuM; Avery-Knodel; 270,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

YORK—
► WNOW-TV (49) DuM; Keller; 106,700; $200
► WSBA-TV (43) ABC; Young; 106,700; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,002; N; $1,000
► WPRO-TV (12) CBS; Blair; 1,404,002; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 200,300; N; $300
► WUSN-TV (2) NBC, DuM; H-R; 193,500; $300

COLUMBIA—
► WCOS-TV (25) ABC; Headley-Reed; 95,000; $200
► WIS-TV (10) NBC; Free & Peters; 175,085; N; $400
► WNOK-TV (67) CBS; Raymer; 90,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 150,070; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 387,044; N; $450
► WGVL (23) ABC, CBS; H-R; 130,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) Satellite of KELO-TV Sioux Falls

RAPID CITY†—
► KOTA-TV (3) Headley-Reed

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS, DuM; H-R; 151,326; $350

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS, DuM; Branham; 147,527; N; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON—
► WDXI-TV (7) CBS; Burn-Smith; 96,000; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC, DuM; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 226,240; N; $500
► WTSK-TV (26) CBS, ABC; Pearson; 171,000; N; $250
WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—
► WHBQ-TV (13) CBS, ABC; Blair; 373,747; $700
► WMCT (5) NBC, ABC, DuM; Branham; 362,929; N; $900
WREC Bcstg. Service (3) 5/26/55-Unknown

NASHVILLE—
► WSIX-TV (8) ABC, DuM; Hollingbery; 273,490; $425
► WSM-TV (4) NBC; Petry; 273,490; N; $600

OLD HICKORY (NASHVILLE)—
► WLAC-TV (5) CBS; Katz; 319,667; N; $550

TEXAS

ABILENE†—
► KRBC-TV (9) NBC, ABC, DuM; Pearson; 56,340; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 76,243; $250
► KGNC-TV (4) NBC, DuM; Katz; 76,243; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC, DuM; Raymer; 131,755; N; $350

BEAUMONT†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; $300

BIG SPRING†—
KBST-TV (4) CBS; Pearson; 7/22/54-11/1/55

CORPUS CHRISTI†—
► KVDO-TV (22) NBC; ABC, CBS (per program basis); Young; 49,150; $200
Gulf Coast Bcstg. Co. (6) Free & Peters; Initial Decision 6/17/54
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
► KRLD-TV (4) CBS; Branham; 490,000; N; $950
► WFAA-TV (8) ABC, NBC; Petry; 490,000; N; $1,000
KLIF-TV (29) 2/12/53-Unknown

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 80,714; N; $375
► KTSM-TV (9) NBC; Hollingbery; 76,446; N; $250
KOKE (13) H-R; 3/18/54-1/1/56

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 494,000; N, LL, LF, LS; $900
► KFJZ-TV (11) H-R

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 454,000; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 78,866; $250 (plus 8,000 Mexican coverage)

HOUSTON—
► KPRC-TV (2) NBC; Petry; 434,000; N; $900 (film)
► KTRK (13) ABC; Blair; 434,000; N, LF, LS; $700
► KUHT (*8) 375,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown
► KGUL-TV (11) See Galveston

LAREDO†—
KHAD-TV (8) 7/20/55-Unknown

LONGVIEW†—
► KTVE (32) Forjoe; 48,000; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 88,201; N; $300
► KDUB-TV (13) CBS; Avery-Knodel; 105,133; N, LF, LS; $300 (film)

LUFKIN†—
► KTRE-TV (9) NBC; Venard; (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND†—
► KMID-TV (2) NBC, ABC, CBS, DuM; Venard, Brown; 51,720; $200

ODESSA†—
KOSA-TV (7) Branham; 7/13/55-Oct. '55

SAN ANGELO—
► KTXL-TV (8) CBS, ABC, NBC, DuM; Venard; 42,903; $200

B·T TELESTATUS

SAN ANTONIO—
► KCOR-TV (41) O'Connell
► KENS-TV (5) CBS, ABC, DuM; Free & Peters; 269,481; N; $700
► WOAI-TV (4) NBC, ABC, DuM; Petry; 269,481; N; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

TEMPLE—
► KCEN-TV (6) NBC; Hollingbery; 129,008; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; Venard; 156,950; $260

TYLER—
► KLTV (7) NBC, ABC, CBS, DuM; Pearson; 102,957; $250
KETX (19) See footnote

WACO—
► KANG-TV (34) CBS; Raymer; 55,680; $150
► KWTX-TV (10) ABC; Pearson; 113,905; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 74,698 (plus 8,000 Mexican coverage); $200

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 104,600; N; $300
► KWFT-TV (6) CBS; Hoag-Blair; 103,250; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 183,000; N; $575
► KTVT (4) NBC; Katz; 183,000; N; $600
► KUTV (2) ABC; Hollingbery; 181,500; N; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS, Weed; 123,956; $300

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 155,000; N; $300

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 117,492; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 374,678; N; $875
► WTOV-TV (27) 210,000; McGillvra; $180
► WVEC-TV (15) See Hampton
Beachview Bcstg. Corp. (10) Initial Devision 12/23/54

PETERSBURG—
► WXEX-TV (8) NBC; Forjoe

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 494,387; N, LF, LS; $875
Richmond Tv Corp. (12) Initial Decision 2/21/55
WOTV (29) 12/2/53-Unknown
► WXEX-TV (8) See Petersburg

ROANOKE—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 366,095; N; $600
WDBJ-TV (7) CBS; Free & Peters; 3/31/55-10/2/55 (granted STA 6/15/55)

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS, DuM; Forjoe; 196,386; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC, Blair; 455,509; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 455,509; N, LF, LS; $950
► KTNT-TV (11) CBS, DuM; Weed; 455,509; N; $700
► KTVW (13) Hollingbery; 455,509; $425
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 141,570; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 139,565; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 138,720; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC, DuM; Weed; 57,750; $300
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD†—
► WHIS-TV (6) Katz

CHARLESTON—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402, 584; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Fall '55

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WSAZ-TV (3) NBC; Katz; 595,970; N, LF, LS; $800
► WHTN-TV (13) ABC; Petry

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG†—
► WTAP (15) NBC, ABC, CBS, DuM; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 311,000; N; $450
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC, DuM; Hollingbery; 75,000; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, DuM; Headley-Reed; 235,000; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 103,000; $250

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 107,000; N; $250
► WMTV (33) ABC, NBC; Bolling; 125,000; $280
Badger Television Co. (3) Initial Decision 7/31/54

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WXIX (19) CBS; CBS Spot Sls.; 393,255; N; $700
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WISN-TV (12) ABC, DuM; Petry; 700,000; N, LF, LS; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 112,000; $325
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC, DuM (per program basis); Meeker; 74,700; $200

WHITEFISH BAY†—
WITI-TV (6) 6/29/55-Unknown

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, N. Y., Day, Seattle; 18,300; $150
► KTVA (11) CBS, DuM; Alaska Radio-Tv Sls.; 20,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; $100
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 5,000; $135

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 80,000 (includes Hilo and Wailuku satellites); $300
► KONA (11) NBC; NBC Spot Sls.; 76,250; $300
► KULA-TV (4) ABC; Young; 76,850; $400

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
KMVI-TV (12) 5/25/55-Unknown

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345; $200
► WKAQ-TV (2) CBS; Inter-American; $300
WUTV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3)

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; $170

CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 349,662, $400

KINGSTON, ONT.—
► CKWS-TV (11) All-Canada, Weed; 35,000;

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 172,270; $350

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 101,406; $370

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 221,216; $800
► CBMT (6) CBC; CBC; 221,216; $600

OTTAWA, ONT.—
► CBOFT (9) CBC; $230
► CBOT (4) CBC; CBC; 38,500; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; $220

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,000; $235

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 13,500;

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC; All-Canada, Weed; $160

SASKATOON, SASK.†—
► CFQC-TV (8) CBC; Radio Rep.; 12,000; $230

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBS; CBC; All-Canada, Weed; 7,500; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 17,480; $200

SYDNEY, N. S.†—
► CJCB-TV (4) All-Canada, Weed; 18,590;

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000; $950

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 30,000; $400

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000; $450

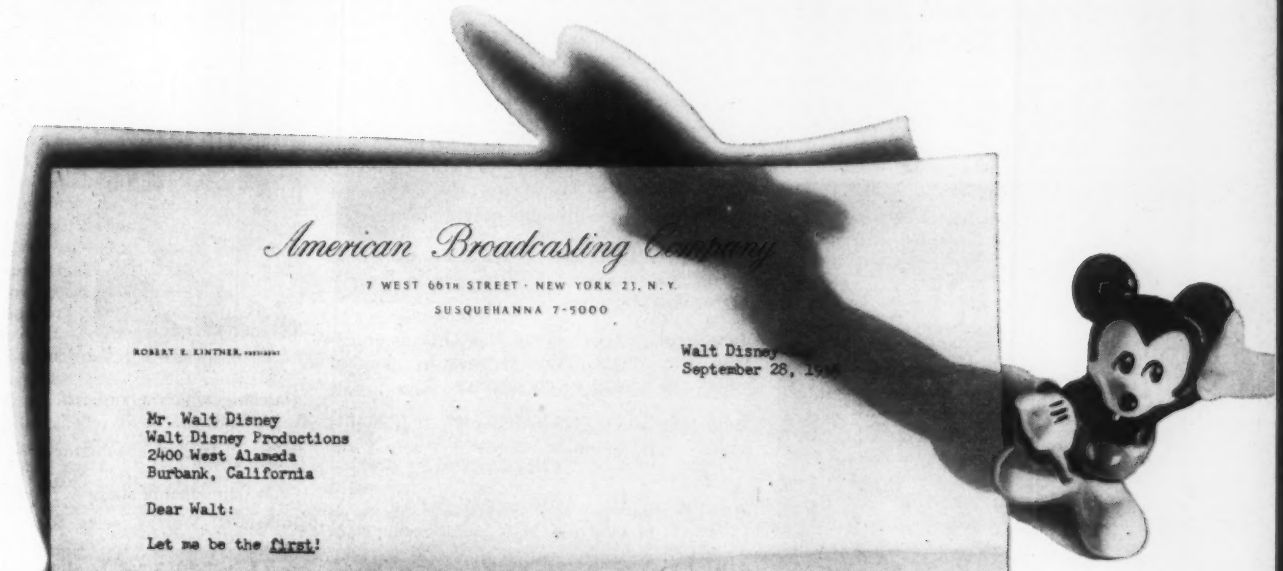
WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 5,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Time Sales; Oakes;

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 296,402; $500

The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WQXI-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.



American Broadcasting Company

7 WEST 66th STREET · NEW YORK 23, N.Y.

SUSQUEHANNA 7-5000

ROBERT E. KINTNER, [illegible]

Walt Disney
September 28, 19[illegible]

Mr. Walt Disney
Walt Disney Productions
2400 West Alameda
Burbank, California

Dear Walt:

Let me be the first!

Before the trade in particular and the public in general do, let me congratulate you and your creative organization on your second tremendous contribution to television -- the new MICKEY MOUSE CLUB.

I know you are as pleased as I that the entire show is sold out -- beginning October 3rd, one hour a day, five days a week, 52 weeks firm. This totals 1,040 commercial quarter hours on ABC-TV. And with this whopping total comes $15,000,000 in facilities and program billings -- an investment made by 18 different important advertisers in a new program they had never seen. That I think is an unprecedented tribute...to Man or Mouse.

Just about a year ago you and I were waiting for the premiere of DISNEYLAND. In the ensuing months it has made a clean sweep of all important industry awards, including the "Best Program of the Year", and has never been out of the Nielsen Top Ten. DISNEYLAND, in my opinion, has made TV more welcome, and meant more to the television medium than any single program.

And, Walt, I have seen your dream come true -- Disneyland Park in Anaheim, California. It is a masterpiece of showmanship and craftsmanship. How one man, in one year could build the greatest tourist attraction in the world, create a new dimension in evening television with DISNEYLAND, and now revolutionize daytime viewing habits with the MICKEY MOUSE CLUB just amazes me.

My very warm congratulations, Walt, on a year of brilliant achievement. You know, I feel like congratulating myself, too. For when you decide to top yourself again, I'll be the first to know!

Sincerely,

Bob Kintner

P.S. Tell Mickey there's no need to "tense up" on Monday, October 3rd. When he steps out at 5:00 PM (in all time zones), just his friends will be watching -- 165,000,000 of us.

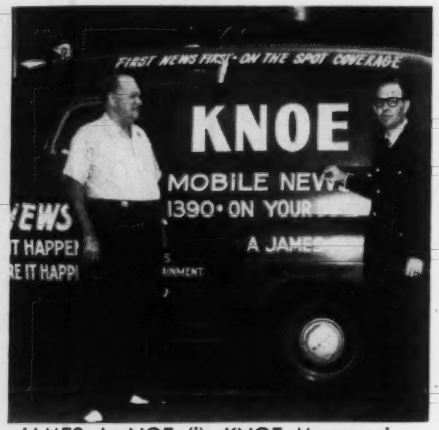
A DIVISION OF AMERICAN BROADCASTING - PARAMOUNT THEATRES, INC.

Mr. Walt Disney
Walt Disney Productions
2400 West Alameda
Burbank, California

[Stations continues from page 82]

KNOE Goes Independent, Announces New Manager

KNOE Monroe, La., will become an independent with a strong music and local news format, effective tomorrow (Tuesday), according to James A. Noe, owner and former governor of Louisiana, who also announced the appointment of Allen Hundley, formerly in Texas radio, as manager of KNOE.



JAMES A. NOE (l), KNOE Monroe, La., owner and Allen Hundley, manager, beside the station's mobile news unit.

"Radio today must reflect the life of the local communities it serves, and an independent music and news format can best perform that service," Mr. Noe stated.

REPRESENTATIVE PEOPLE

Patricia Young, former sales promotion director, WMGM New York, to CBS Radio Spot Sales as copywriter.

Lee Langer joins the L. A. office of Blair-Tv Oct. 1 as account executive. Mr. Langer since 1952 has been in a similar capacity with KTLA (TV) Los Angeles.

STATION PEOPLE

Dick Crago, assistant manager, WTSP-AM-FM St. Petersburg, Fla., appointed manager of station.

Edward Lee Williams, KSUN Bisbee, Ariz., to KAWT Douglas, Ariz., as manager.

Jerry Landay has resigned as head of news and special events department, KDKA Pittsburgh, to return as executive producer on WRCA New York's *Tex and Jinx Show* and WRCA-TV's *Jinx's Diary*. He replaces **Leonard Zweig** who has joined the staff of Theodore Granik's *Youth Wants to Know* and *American Forum of the Air,* Washington, D. C., as executive assistant.

Barry Shear, with DuMont's WABD (TV) New York since its experimental days in 1943, named that station's executive-producer director.

Charles A. Butts Jr., Times Inc., newsstand district sales manager, to WBZ-WBZA Boston-Springfield sales staff.

John Kent, 15-year veteran New Orleans broadcaster, to WDSU New Orleans as assistant sports and special events director.

Billy Johnson, WTOP-AM-FM-TV Washington singing star, to appear on *Garry Moore Show* Friday.

Alvin T. Hansen, WMBL Morehead City, N. C., to WJNC Jacksonville, N. C., announcing staff.

John J Keenan, WKZO-TV Kalamazoo, Mich., to WNEM-TV Bay City, Mich., as sales manager. Mr. Keenan formerly was sales manager for WSJV (TV) Elkhart, Ind.

MR. KEENAN MR. CINNAMOND

Lee Cinnamond, KJBS San Francisco, to KNTV (TV) San Jose, Calif., as sales manager. Mr. Cinnamond earlier was with KYA San Francisco.

Carl F. Glade Jr., assistant to sales manager, WTVN Columbus, Ohio, to WKBN Youngstown, Ohio, as sales manager.

Robert B. Smith, Grant Advertising Inc., San Francisco and Reno offices, to KUTV (TV) Salt Lake City as national sales manager. He succeeds **John Brorphy,** resigned to enter private business.

MR. SMITH

James B. Hill, WOW-TV Omaha production department, appointed sales coordinator.

Richord Applegate, veteran foreign correspondent for NBC and United Press, signed to narrate new half-hour series, *Dateline,* which premiered on WGN-TV Chicago Sept. 24.

Jack Callaghan, announcer-director, WTVJ (TV) Miami, Fla., to WLWD (TV) Dayton, Ohio, announcing staff.

Robert B. Murray, sales, copy, production coordinator, KCSJ-TV Pueblo, Colo., to KNTV (TV) San Jose, Calif.

Alene Holdahl, creator of *Musical Marionettes,* WTVJ (TV) Miami, Fla., selected "Woman of Achievement" by Fla. Federation of Business and Professional Women's Clubs. **Win Clark,** WVCG Coral Gables, Fla., to WTVJ (TV) as account executive. **George Vickery,** public service director, WTVJ (TV), engaged to Patricia Ann Case, *Miami Herald* mailing department supervisor. **Zane Radney,** studio operations supervisor of same station, father of girl, Suzanne.

Joe Finch, KVOD Denver studio engineer and chief studio announcer, to KMYR Denver as engineer in charge of construction of station's new 5 kw operation.

Mary Louise Moore, WKLO Louisville, Ky., program director, resigned to move to Los Angeles. **William F. Johnston,** Frederic W. Ziv Co., and **Robert L. Harris,** WTVN Columbus, Ohio, account executive, both to WKLO sales staff.

John P. Carmichael, sports editor of *Chicago Daily News,* signed by WBBM Chicago for daily sports show, Mon.-Sat., 5:30-45 p.m., sponsored by Texas Co., through Kudner Agency, N. Y.

J. Harold Ryan, director and senior vice president, Storer Broadcasting Co., recuperating at Park Shelton Hotel, Detroit, after undergoing major operation last month.

Vern Hendrickson, WMGM New York account executive, father of boy, Jeffrey, Sept. 12.

Don Holden, WHBF Rock Island, Ill., father of boy, James Haviland.

Paul Sherman, announcer-disc jockey, WINS New York, father of boy, Marc Davis.

Barry Kaye, WJAS Pittsburgh disc jockey, father of boy, Rory Steven, Sept. 5.

Sally Bolger, secretary to **E. Preston Stover,** WPTZ (TV) Philadelphia operations manager, becomes engaged to **Raymond Fitzpatrick Jr.**

Frank Dill, WGR-TV Buffalo announcer-m.c., father of girl, Mary Christine.

Mel Leavitt, WDSU New Orleans sports and special events director, father of boy, Briant Ralph.

Bill Hart, personality, WCAU-AM-FM-TV Philadelphia, father of boy, Mark; **Bob Collier,** WCAU-TV announcing staff, father of boy, Jay Robert.

Dayton's TOP Hooper-Rated Station

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

SHAW NAMED CBS RADIO SALES MANAGER

William D. Shaw replaces Dudley Faust Oct. 10. Bert S. West will succeed Mr. Shaw as general manager of CBS o&o KNX Los Angeles and the Columbia Pacific Radio Network.

WILLIAM D. SHAW was appointed network sales manager for CBS Radio last week, effective Oct. 10, and Bert S. West was named to succeed him as general manager of CBS-owned KNX Los Angeles and of the Columbia Pacific Radio Network.

In his new post, announced by network's Sales Vice President John Karol, Mr. Shaw will succeed Dudley Faust. Mr. Faust, with CBS for the past 18 years and network sales manager for CBS Radio since July 1954, has been offered another executive position in the network sales department but had not indicated his plans late last week, authorities said.

The new network sales manager joined CBS in 1940 in the sales departments of KNX and CPRN. He was assistant sales manager for CPRN from 1948 to 1950, and then served as eastern sales manager for CBS Radio Spot Sales from July 1950 until he became general manager of KNX and CPRN in Sept. 1951.

Mr. West, new KNX-CPRN general manager, has been sales manager for both those organizations since 1952 and before that was manager of the San Francisco office of CBS Radio Spot Sales. He has been with CBS Radio since 1948, when he joined as an administrative assistant in network sales on the West Coast.

MR. SHAW MR. WEST

His appointment as KNX-CPRN general manager was announced by J. Kelly Smith, administrative vice president of CBS Radio.

CBS Radio, Affiliates Split Newspaper Bill

CBS RADIO was to have started a cooperative newspaper advertising campaign, a continuation of the plan used last year with the network sharing space costs on a 50-50 basis with its affiliates, yesterday (Sunday), according to an announcement by CBS Radio President Arthur Hull Hayes.

The network's decision to continue the co-op advertising plan grew out of discussions at the recent affiliates meeting in Detroit [B•T, Sept. 19] and was spelled out to participating stations last week by Sherril Taylor, co-director of sales promotion and advertising for the network.

The campaign will consist of 11 ad insertions on 11 days: one ad for each weekday night, two Monday-through-Friday daytime ads, and one ad each for Saturday and Sunday daytime. It will continue through Oct. 15 and will average a little over 300 lines, or a total of 3,750 lines.

In announcing the continuation of last year's campaign, Mr. Hayes said, "The affiliates declared an earnest desire to promote our network shows through local advertising and presented a resolution asking the network to go along with them in paying 50% of the bill. After careful consideration we've decided to go along in this campaign to earn the biggest possible audiences—both network and local—through a concentrated advertising drive."

ABC Announces Nearly Half Of 'Breakfast Club' Sold

ADVERTISERS will sponsor, by the end of next month, nearly one-half of ABC Radio's *Breakfast Club* (Mon.-Fri., 9-10 a.m. EDT) via the network's new segmented sales plan. An estimated 28 of 60 five-minute segments available on a weekly basis has been sold.

Sponsors previously announced [B•T, Sept. 26] had included General Foods (Instant Postum), White Plains, N. Y.; Drackett Co. (Drano and Windex), Cincinnati, and Glamorene Co. (rug and upholstery cleaners), New York. New advertiser is Union Pharmacal Co., Montclair, N. J., through Grey Advertising Agency, which will sponsor the Mon.-Fri., 9:30-45 a.m. EDT segment, starting Oct. 24. Belton Hearing Aid Co., through Olian & Bronner Inc. continues sponsorship of the Tuesday, 9:15-30 a.m. EDT segment.

World Series Coverage Really Covers World

THE NATION and many parts of the world were blanketed last week by radio and tv coverage of the World Series, carried in this country on NBC-TV and MBS and beamed to various parts of the world where servicemen are stationed, over facilities of the Armed Forces Radio Network. Special broadcasts also were sent to Latin America.

NBC-TV, which presented its coverage in color, estimated that an average daily audience of 33 million would see the games on home receivers. The telecasts also were fed to WOR-TV New York, which carried them in color, and to WPIX (TV), which re-transmitted the color pickup in black-and-white. The games also were broadcast in New York on WINS and WMGM, which carry the Yankee and Dodger games during the regular season. The telecasts also were fed to General Teleradio owned tv stations.

For the third consecutive year, WRUL Boston last week was beaming Spanish-language summaries of the baseball games to 28 affiliate stations of the World Wide Broadcasting System for rebroadcast in Cuba, Colombia, Nicaragua, Guatemala, Puerto Rico, the Dominican Republic, Mexico and Venezuela, in addition to its direct broadcast. Station spokesmen indicated they expected an estimated two million listeners to tune in the 15-minute reports at 7:45 p.m. EDT.

Pablo Ruelas Nunez, veteran WRUL sportscaster, handled the summaries, and reports reaching the station via "fan mail" indicated that radios were set up in public squares and other public gathering places, allowing no one to claim that he didn't know the score.

The Texas Co. sponsored the summaries directly through WRUL.

SPECIAL OFFER TO RADIO AND TV STATIONS

LONDON RECORDS at $1.00 PER RECORD

ACT NOW! OFFER ENDS OCTOBER 31.

For a limited time only the vast long play catalog of the "World's Finest Record" is being made available to radio and TV stations at the special price of only $1 per record.

Broaden your library in the following categories:

Classical ★ Semi Classical ★ Popular Instrumental ★ Mood Background ★ Light Classical ★ Vocal

Minimum order is 25 records — you may choose any 25 records from the London catalog which includes such world renowned classical artists as: Ansermet, Del Monaco, Tebaldi, Curzon, Backhaus, Siepi, and such great popular performers as: Mantovani, Frank Chacksfield, Ted Heath, Robert Farnon and Stanley Black.

Send today for our complete numerical catalog.

LONDON RECORDS Inc., Broadcast Promotion
539 West 25 St., New York, New York

I am interested in your special station offer. On receipt of your catalog I will forward my order for 25 or more of your records at $1 ea. postpaid.

Name .....
Station .....
Position .....
Address .....

Margraf Quits NBC For Reynolds Metals

GUSTAV B. MARGRAF, NBC vice president in charge of talent and program administration, resigned effective last Friday and will join Reynolds Metals Co. as an executive in the legal department after a short vacation [CLOSED CIRCUIT, Sept. 26].

MR. MARGRAF

Mr. Margraf began his association with NBC in October 1942 when at 27 he took charge of the Washington, D. C., office of Cahill, Gordon, Zachary & Reindel and was named legal representative for NBC in the Nation's Capital. Six years later Mr. Margraf was elected vice president and general attorney for NBC, succeeding Charles R. Denny in that post. He became vice president in charge of talent and program administration in March 1953.

His association with the Cahill law firm, which is counsel to NBC and its parent RCA, began in New York in 1939. In Washington, Mr. Margraf represented NBC in hearings before the FCC and before various congressional committees. As a vice president and general attorney with NBC, he was credited with pioneering policy, legal and business aspects of tv in its formative years.

Joseph H. McConnell, onetime NBC president and more recently president of Colgate-Palmolive Co., is general counsel for Reynolds Metals.

NBC-TV Signs Oppenheimer

JESS OPPENHEIMER, creator of *I Love Lucy* and other radio and tv shows, has signed an exclusive contract with NBC-TV, network officials announced last week. Mr. Oppenheimer will join NBC's Hollywood staff as a major program executive next spring following completion of a seven-year agreement with CBS and Desilu Productions. Since 1936, when he broke into network radio as a writer for the Fred Astaire program, Mr. Oppenheimer has written for such name performers as Jack Benny, Edgar Bergen and Charlie McCarthy, Rudy Vallee and the late Fanny Brice.

Boring From Within

AN unusual twist in sponsor identification occurred last week when Timex, maker of Mickey Mouse watches, became a participating sponsor on NBC-TV's *Pinky Lee Show*, whose time rival is the *Mickey Mouse Club* on ABC-TV (Mon.-Fri., 5 p.m.).

In the Timex commercial the audience is advised to buy "these wonderful Mickey Mouse watches right away. While you're there, look at your other Walt Disney friends—Davey Crockett, Cinderella, Snow White and see Hopalong Cassidy's watch on a saddle."

The Timex agency is Peck Adv., New York.

NBC Signs Durocher To Executive Post

SIGNING of Leo Durocher "in an executive capacity" with NBC was announced by Robert W. Sarnoff, NBC executive vice president, last week following Mr. Durocher's resignation as manager of New York Giants baseball team.

Mr. Durocher will deal primarily in the talent relations field, including acquisition of new talent, and he also will appear as commentator on various NBC sports shows, make guest appearances on other NBC programs, and occasionally represent NBC at public engagements, Mr. Sarnoff said.

In published speculation, Mr. Durocher's NBC salary was estimated at $50,000 to $52,000 a year—approximately the same as his pay as Giants manager, it was understood—but when queried as to whether the salary would be greater at NBC than in baseball, Mr. Sarnoff replied that "the potential is greater, let's say."

Mr. Durocher, whose home is in Hollywood, will make his headquarters at NBC's Pacific Div. there. His wife, actress Laraine Day, has been a frequent guest on radio and television programs and also has conducted a regular program immediately preceding Giants baseball games on WPIX (TV) New York.

Youle Adds More Newspapers

CLINT YOULE, NBC Chicago weathercaster, has acquired three downstate Illinois newspapers —the *Daily Savanna Times-Journal*, the weekly *Hanover Journal*, and weekly *Elizabeth Times*. He already owns the semi-weekly *Galena Gazette and Advertiser*.

50 Participations Purchased On ABC-TV 'Film Festival'

SALE of more than 50 participations in ABC-TV's *Famous Film Festival* (Sundays, 7:30-9 p.m. EDT) for an eight-week period beginning today (Monday), was announced last week by Slocum Chapin, vice president in charge of ABC-TV sales.

In addition to earlier buys [B•T, Sept. 26] of one participation by Hoover Co. (vacuum cleaners), North Canton, Ohio, through Leo Burnett Co., Chicago; one participation by Philip Morris Co. (cigarettes), through Biow-Beirn-Toigo, New York, and 19 participations by Toni Co. (div. of Gillette) for White Rain Lotion Shampoo, Bobbie Pin Curl Permanent and Tame Hair Conditioner, through Tatham-Laird, Chicago, were the following purchases:

Four participations by Carter Products Inc. (Carter's Little Liver Pills), New York, through Ted Bates & Co., New York; one participation by Lewis-Howe Co., St. Louis, (Tums), through Dancer-Fitzgerald-Sample, New York; 12 participations by National Presto Industries Inc. (Presto steam irons and pressure cookers), through Courfain-Cobb & Assoc., Chicago; seven participations by O'Cedar Corp. (O'Cedar mops), Chicago, through Turner Adv. Agency, Chicago; six participations by Toastmaster Products Div. of McGraw Electric Co. (Toastmaster automatic toasters), Elgin, Ill., through Erwin, Wasey & Co., Chicago, and two participations by Vick Chemical Co. (Sofskin Cream), New York, through BBDO, New York.

NBC-TV Promotes Sargent

WILLIAM V. SARGENT, coordinator of business affairs for NBC-TV, has been appointed to a new post of director of administration. In his new capacity, Mr. Sargent will coordinate all administrative functions for the tv network and will administer tv program schedulings as well as coordinating sales arrangements, program auditions and the development of new sales and program patterns. He will report to Thomas A. McAvity, NBC vice president in charge of the television network.

MR. SARGENT

ABC-TV, Disney Debut 'Mickey Mouse Club' Today

THE latest venture of tv's highly-successful combination of ABC-TV and Walt Disney—*Mickey Mouse Club* (Mon.-Fri., 5-6 p.m. local time zone)—receives an estimated $15 million send-off this (Monday) afternoon.

Robert E. Kintner, ABC president, said last week the dollar figure was a record program total for time and talent. The program is booked 52 weeks solid with 18 national advertisers on the roster. A total of 1,040 commercial quarter-hours was sold.

A first look at the program which premieres today was accorded newsmen at ABC-TV's New York studios.

Full list of advertisers, their agencies and the extent of purchases, were released last week by Mr. Kintner (see COMPARATIVE TV SHOWSHEET, pages 86-87).

Cash In On The Growing Appeal of COUNTRY WESTERNS FOLK MUSIC

ABBIE NEAL & HER RANCH GIRLS

For further information as to availability and prices in your market, WRITE, WIRE OR PHONE

N T A

National Telefilm Associates, Inc.
60 West 55th Street, New York 19, N. Y.
PLaza 7-2100

America's Foremost Western All-Girl Band with a "BIG NAME" Western Guest Star every week!
ABBIE NEAL & HER RANCH GIRLS is a NEW SERIES OF 26 FIRST-RUN HALF-HOUR TELEVISION PROGRAMS in Glorious Color and Black and White . . . available for local or regional sponsors. Audition prints upon request.

CBS-TV PLANS SUNDAY PUBLIC AFFAIRS LINEUP

New show for teen-agers leads 'family listening' schedule. Other ventures including 'giant documentaries,' are planned by the network.

EXPANDED fall line-up of CBS-TV public affairs programs designed for Sunday family viewing was announced last week by Irving Gitlin, CBS director of public affairs.

Mr. Gitlin reported that some 370 half-hours of public affairs programs will be carried on the Sunday schedule, with "the budget well in the millions." He estimated the cost of each half-hour show at about $7,000-$10,000, not including staff overhead.

Scheduled to begin on Oct. 9 are *Talkaround* (3-3:30 p.m. EDT), a new discussion series with teen-agers and Katherine Copeland, former school teacher and a discussion leader and teacher; *Adventure* (3:30-4 p.m. EDT); *Face the Nation* (4-4:30 p.m. EDT); *Let's Take a Trip* (4:30-5 p.m. EDT).

In addition, the Sunday line-up includes *Lamp Unto My Feet* (10-10:30 a.m. EDT); *Look Up and Live* (10:30-11 a.m. EDT) and *UN in Action* (11-11:30 a.m. EDT). CBS public affairs also has two new series in production for the immediate future. On Oct. 30, *Report Card* (2:30-3 p.m. EDT) will be launched. It is a special five program panel discussion series, broadcast in connection with the forthcoming White House Conference on Education.

Plans also include a new series featuring CBS newsman Eric Sevareid. Tentatively titled *Sunday With Sevareid,* the series will present "television-news-in-depth" from all over the world, including both news analysis and feature treatment. No time period has been set for this series.

Mr. Gitlin also revealed that the public affairs department is preparing three "giant" documentaries, each to be one-and-one-half hours in length. Details on this programming will be announced later, he said.

All of these public affairs programs, Mr. Gitlin said, are available for commercial sponsorship.

The *Talkaround* program, according to Mr. Gitlin, introduces a new concept of "provocative and free-wheeling" discussions with teen-agers and Miss Copeland. The show is designed to help youngsters explore their own feelings and to help parents and children understand each other's viewpoints.

This season's *Adventure* will cover four areas: "The West—America's Great Laboratory," "The Waters of the World," "Man the Machine," and "Adventure After Oil."

The scope of interviews on *Face the Nation* this season will be enlarged to world-wide proportions, Mr. Gitlin pointed out. It will include filmed interviews in various capitals of the globe with international statesmen and diplomats. The panel consists of different newsmen each week. Stuart Novins is moderator.

Mr. Gitlin also reported that the network's projected *Air Power* series, which is being produced in cooperation with the Air Force, has reached the mid-way point in production. The 26 half-hour programs will describe the history of aviation from its earliest days up to the present and project future developments.

THREE FIRMS BUY SLICES OF NBC RADIO 'TOP TEN'

Carter Products, RCA and Anahist take participations topping $300,000 gross on network's nighttime program package.

THREE advertisers have purchased participations representing a total of more than $300,000 in gross billings in NBC Radio's new "Top Ten Plan" of nighttime program package combinations, Fred Horton, director of NBC Radio network sales, reported last week.

Carter Products, through Ted Bates & Co., bought one participation weekly, starting Oct. 3 in *Dragnet, Fibber McGee & Molly* and *One Man's Family,* representing $130,000 gross.

RCA, through Kenyon & Eckhardt, purchased $60,000 worth of time for its participations in *Fibber, Dragnet* and *Radio Theatre,* starting Oct. 4. Anahist Co., through Ted Bates & Co., signed for $120,000 gross for a schedule of one participation weekly in *Dragnet, Fibber* and *Family.*

Other nighttime programs which are being sold on the package-participation basis include *The Great Gildersleeve, Truth or Consequence* and *National Radio Fan Club.* NBC Radio less than a month ago revealed that it was expanding the number of programs offered for sale on a participation basis at an affiliates session in New York [B•T, Sept. 12].

Basic to the plan is the purchase of at least three one-minute participations weekly, one in each of three shows. For example, an advertiser can buy for $73,000 a package of three programs—*Dragnet, Fibber* and *Gildersleeve*—for 13 weeks, and a package for $71,000 of *Dragnet, Gildersleeve* and *Fan Club,* also for 13 weeks.

Mr. Horton noted the NBC Radio plan offers "built-in values"—top-rated network shows, mass audiences and established listening habits as well as "merchandising and promotable potentials."

Colodny Heads NBC Comedy

LES COLODNY, 30, head of a comedy writer and development department at William Morris Agency, New York, since 1951, has been appointed manager of comedy development by NBC. Move, the first in the network's multi-million dollar, widely publicized search for promising new comedy writers, followed hiring of the first four writers since the program was launched last spring. They are: Woody Allen, 19, of Brooklyn, N. Y.; Paul Pumpian, 26, of Baltimore; Harvey Miller, 28, of Salem, Mass., and Paul Keyes, 31, of Boston.

CAROLINAS NETWORK NAMES POSTON HEAD

Textile Radio Group Inc. organized to assist time buyers in covering clothing manufacturing section of Carolinas.

TWELVE-station network has been organized to give advertisers complete market coverage in the Piedmont textile section of the Carolinas, stretching from Burlington, N. C., to Greenwood, S. C. James P. Poston, head of Inter-City Advertising Co. Charlotte, N. C., is president of the network, to be known as Textile Radio Group Inc.

Member stations are WORD Spartanburg, WESC Greenville, WAIM Anderson, WCRS Greenwood, WRHI Rock Hill, WLBG Laurens, all South Carolina; WOHS Shelby, WTOB Winston-Salem, WSAT Salisbury, WCOG Greensboro, WBBB Burlington and WAYS Charlotte, all North Carolina.

Mr. Poston, who worked out all the details in organizing the network, stated that each station will continue to operate independently at the beginning, with the possibility of some common programming later on. He said the group will offer time buyers the services of all 12 stations without the necessity of dealing with each one separately. "The trend all over the country," Mr. Poston explained, "is toward the formation of such groups, enabling the smaller stations to compete with the high power stations in their areas."

Other officers of Textile are James Beaty, WRHI, vice president; Charles W. Brunt, WTOB, treasurer, and Edward Gardner, WORD, secretary. Weed & Co. is national sales representative.

Channel 11
The Bright New Spot on the dial! . . . .
Covering one of the fastest growing markets in the West ...the greater San Jose area! What's more, KNTV also delivers the rich Monterey Bay cities of Monterey, Salinas, Santa Cruz and Watsonville. Catch these prosperous home owners with their own hometown station, KNTV, Channel 11.
KNTV
San Jose
Ask your Bolling Man for specific market details. You'll be amazed!

LIBEL
SLANDER
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VIOLATION

Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY MISSOURI

THE KGGF 10 KW SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI & ARKANSAS WITH A POPULATION OF 2,750,000

KGGF

690 KC ABC
COFFEYVILLE, KANSAS

John E. Pearson Co. Nat'l Rep.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

ADVANCED COLOR TUBES BY GE, WESTINGHOUSE

Both firms release information on new 22-inch tubes now in development stage. Dates of release to market have not been announced.

NEW ADVANCES in color television tube development were announced last week. General Electric Co. released a "progress report" on a 22-inch rectangular three-gun tube while Westinghouse Electric Corp. provided details on a 22-inch all-glass, rectangular shadow mask tube.

GE officials announced at a news conference in Syracuse that its color tv tube efforts are being concentrated on developing a tube that "gives many times more brightness than the tubes in color sets now on the market." They emphasized that the tube, still in "the development stage," probably will "miss the 1956 market."

The GE tube is known technically as a "post-acceleration" type because the electron beam directed at vertical color-phosphor stripes inside the face of the tube is accelerated after passing through the grille located in close proximity to the phosphor screen. Officials said the tube is designed to permit a type of operation and circuitry that "seems to point the way eventually toward the least expensive acceptable color television set."

GE officials describe their development program as divided into two stages. From the first stage has evolved the so-called "sandwich" tube, which was demonstrated for newsmen. The second phase, they said, is the so-called "P.O.F." tube, meaning "phosphor on the envelope face." In reply to questioning, GE executives said it is probable that the "P.O.F." tube will be placed on the market. They did not estimate the sales price, nor the date for its release on the market.

Westinghouse, meanwhile, hailed its tube as "the world's first 22-inch, all glass, rectangular shadow mask color picture tube." R. T. Orth, vice president of the Westinghouse Electronic Tube Division, said the tube "introduces engineering techniques which open the way to reduced bulb costs."

This tube has a rectangular viewing area of 265 square inches, and requires only standard insulation of a black-and-white television set, using standard high voltage contact buttons, according to C. E. Ramich, engineering manager of the tube division plant. He said advantages of all-glass tube construction include the elimination of more expensive, heavy insulation needed for a tube using metal in the envelope and operating at 25,000 volts.

"Our goal is to develop the ultimate in a practical color tube which can be mass produced in a cathode-ray tube factory and which has customer appeal," Mr. Ramich continued. "Our engineers accepted the challenge of designing a 22-inch, rectangular all-glass tube. With the confidence and experience gained from building this first all-glass tube, we shall continue our work to get such a tube ready for production."

The new technique, Mr. Ramich said, uses a glass tube which is almost identical with the standard black-and-white bulb. The fluorescent screen is deposited upon the faceplate and aluminized, and the shadow mask attached to the faceplate. In the new design, the glass funnel is sealed to the glass faceplate, using an electric seal technique without the complication of metal flanges.

JOHN ENGELBRECHT, president and general manager of WTSK-TV Knoxville, Tenn., signs for new GE equipment that will increase the station's power to 314 kw. With its power boost, WTSK-TV is building new studios, offices, transmitter rooms and other facilities. The station also will change its call letters to WTVK (TV). Looking on are Tom Bost (l), GE district sales manager, and Joseph E. Broyles (r), WTSK-TV chief engineer.

Radio-Tv Dealers Average 70 Tv Sales Yearly—RETMA

THE average radio-tv dealer sells 70 tv sets a year, the Radio-Electronics-Tv Manufacturers Assn. says today (Monday) in announcing the results of its annual survey of radio-tv dealers.

RETMA reports that for the fiscal year ending last June, there were 110,200 radio-tv dealers, up 3% over 1954's total of 107,100, and up 15% over 1952's 95,400.

The average of 70 tv sets sold by each dealer compares with the average of 60 in 1954.

Other findings: Most dealers—21,700—are located in the North Atlantic states. Almost half—42,800 to be exact—are classified as radio-tv-appliance stores; remainder includes furniture stores, hardware stores, department stores and miscellaneous. While most stores—85,900—handle both radio and tv receivers, 19,900 outlets sold radios only, and 4,400 tv sets only.

DuMont Executives Confer

ALLEN B. DuMONT Labs executives were to meet with the firm's technical products sales representatives yesterday (Sunday) for an all-day sales engineering symposium at Chicago's Sherman Hotel. The meeting, during which the newest in DuMont's line of precision electronic instruments were to be discussed, preceded the Oct. 3-6 National Electronics Conference in Chicago where DuMont will exhibit for the first time its new cathode-ray oscillograph, sine-wave generator, extended-range oscillator and amplifier voltmeter.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
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Paradise Named to Board By Hoffman Electronics

ELECTION of M. E. Paradise to the board of directors of Hoffman Electronics Corp. was announced Thursday by H. Leslie Hoffman, president and chairman of the board, following the company's board meeting at Los Angeles.

As vice president of Hoffman Electronics, Mr. Paradise has overall managerial responsibilities for the company's national fabricated products and national semiconductors divisions in Chicago. He served as president of the company operating these divisions prior to their acquisition by Hoffman Electronics in July.

Mr. Hoffman said Mr. Paradise will continue to devote his time to operation of the company's Chicago and Evanston plants.

Realtors Honor Hopkins

JOHN JAY HOPKINS, president and board chairman of General Dynamics Corp., has been named "industrialist of the year" by the Society of Industrial Realtors for having made "a most significant contribution to the industrial development of North America in the public interest."

In announcing the society's selection, Gen. Matthew B. Ridgway, retired Army chief of staff and chairman of the selection committee, pointed out that General Dynamics Corp. was the first firm to harness atomic energy for propulsion in its construction of the U.S.S. Nautilus and Seawolf, and that "Mr. Hopkins' bold concept is helping to shape American policy for the productive use of atomic energy."

General Dynamics Corp. recently added Stromberg-Carlson, which operates WHAM-AM-TV Rochester, to its list of subsidiaries.

DeJur-Amsco Tape Recorders

DeJUR-AMSCO Corp., Long Island City, N. Y., last week introduced what it described as the first hi-fidelity tape recorders in the medium price range when it unveiled models TK-820 and TM 819-A, retailing at dealers price of $229.50 and $379.50. Both models are powered by a heavy duty hysteresis motor, feature dual track operation and push-button track reversal (permitting recording or playback on either track of tape without rewinding), four separate erase and record-playback heads and a frequency compensated loudness control for playback.

"The trouble with your sermons on KRIZ Phoenix, Reverend, is they make me feel like a sinner."

11th Electronics Meet Opens Today in Chicago

SCIENTIFIC RESEARCH in luminescence as it affects the development of color television cameras will be among a variety of subjects to be explored during the 11th annual National Electronics Conference in Chicago starting today (Monday).

At an opening-day symposium on "Progress and Prospects in Solid-State Electronics," Dr. Peter D. Johnson, General Electric research lab, Schenectady, N. Y., will discuss how development of color cameras may be accelerated by conversion of energy other than heat into light.

The conference-exhibition will be held at the Hotel Sherman Oct. 3-5 under sponsorship of the American Institute of Electrical Engineers, which holds its own week-long meeting at Chicago's Morrison Hotel Oct. 3-7. Illinois Institute of Technology, Northwestern and Illinois universities, RETMA and Society of Motion Picture-Tv Engineers are participating groups.

In his prepared paper, Dr. Johnson noted that discoveries the past few years may make possible color tv cameras of the "flying spot scanner" design. This type of camera was recently introduced in monochrome television to transmit images picked up from film. Lack of suitable phosphors, however, has been an obstacle in applying it to color. Dr. Johnson also will describe discoveries in electroluminescence —direct conversion of electrical energy to light.

Dr. Johnson will appear on a panel with R. G. Breckenridge, National Carbon Research Labs, R. M. Ryder, Bell Telephone Labs, and J. B. Angell, Philco Corp., discussing transistors and other devices.

A. V. Astin, director of the National Bureau of Standards, is scheduled to deliver the luncheon talk today.

Over 20 technical sessions will be held during the combined conference and exhibition, including talks on antennas, amplifiers, communication theory, microwave tubes and components, electronic systems, ultrasonic devices and techniques. Leading electronic manufacturers and research labs will exhibit their products.

DuMont Names Harris

APPOINTMENT of Morris Harris to newly created post of resident counsel of Allen B. DuMont Labs, effective today (Monday), was announced last week by Bert L. Graham, company controller. Mr. Harris has been associated with DuMont Labs since 1935 in various administrative capacities, including production control manager of the Instrument Div. and the Technical Products Div.

GE Equipment Orders

NEW ORDERS reported by General Electric Co. last week included a 5 kw transmitter, one film camera channel and a studio camera channel for Uruguay (through International GE); a 25 kw amplifier and a 12-bay antenna for KOOL-TV Phoenix, and a 5 kw transmitter and a six-bay antenna for KHOK-TV Hayes Center, Neb.

MANUFACTURING PEOPLE

Russell W. Johnson, assistant sales promotion manager of the Allen B. DuMont Labs, appointed assistant advertising manager of television-radio division, Westinghouse Electric Corp.

A. Henry Casey appointed manager of closed circuit television of Hallamore Electronics Co., division of Siegler Corp., Chicago.

"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

the BIG SOUND on the SUNCOAST

The station your prospects *know* and *depend on* for *music, news* and *sports.*

WTSP, Florida's *First* regular 24 hour station, sells the important Suncoast.

FLORIDA'S SECOND MARKET!

MBS Affiliate
Nationally Represented by
FORJOE AND CO

WTSP AM-FM 1380 Kc. 5,000 Watts
The St Petersburg Times Station

FIND TRUTH, THEN TELL IT—FELLOWS

TELLING THE TRUTH is not the only obligation of the broadcaster; he is also obliged as a medium of news dissemination to *find* the truth, Harold E. Fellows, NARTB president, said Friday in an address at Michigan State U., East Lansing, where the institution is celebrating its 100th anniversary.

Speaking on "Integrity in Broadcasting," the NARTB chief said the main factor motivating the broadcaster's good behavior, honesty, truth and other virtues is not the threat of government censure, but "the sureness that the public's wrath will know no bounds if he consciously and continuously offends." The broadcaster's greatest challenge is to "separate his personal fallibilities from the business at hand," Mr. Fellows said.

Acknowledging that there are programs and advertising on radio and television that "should not be there," Mr. Fellows added, "But generally, the broadcaster is less likely to engage in bastardizing his privilege to communicate because his method of communication so intimately touches the inner family circle."

If the broadcaster doesn't behave, he hears about it instantly from the viewing and listening audience and "watch-dog" groups; he also runs the danger of hearing from the federal government, Mr. Fellows added.

The NARTB president explained, however, that he felt the premise for government regulation is "not based upon morals, but upon engineering." Broadcasters understand the hard-to-define phrase "public interest, convenience and necessity" to mean that they should operate with propriety, Mr. Fellows said.

Citing the long struggle and victory of the press in becoming the guardian of the basic freedoms of the country, Mr. Fellows said, "That guardian, too, is free radio and free television."

U. of Illinois Holds Radio-Tv News Clinic

NEWS from the station managers' viewpoint was explored this past weekend during a panel session at the U. of Illinois' radio-television news clinic in Urbana.

The school's School of Journalism and Communications sponsored the two-day sessions (Sept. 30-Oct. 1) in cooperation with the Illinois News Broadcasters Assn.

Station managers who appeared Saturday on a panel included Merrill Lindsay, WSOY Decatur; William Holm, WLOP La Salle, and L. O. Fitzgibbons, WRRR Rockford. A second session was devoted to a recorded news conference with Dr. David Henry Dodds, president of U. of Illinois. Frank E. Schooley, broadcasting director of the school, served as moderator.

Clinic opened Friday with a welcoming address by Frederick S. Siebert, director of the School of Journalism and Communications. Jack Krueger, news editor, WTMJ-AM-TV Milwaukee, spoke on "Ten Years of Fast-Moving Progress in News Broadcasting," and Al Rowe, WSOY Decatur, on "Establishing and Maintaining a Workable Morgue." Followup news directors' panel discussion included Don Reddicliffe, WKRS Waukegan; Bob Watson, WCIA (TV) Champaign; Steve Rowan, WMIX Mt. Vernon, and Mr. Krueger. Harold C. Sundberg, WMBD Peoria, discussed "New Patterns in News Broadcasting."

Dinner meeting was held at the Inman Hotel Friday evening, with Bill Small, WLS, presiding as INBA president. One of three speakers was G. W. (Johnny) Johnstone, radio-tv director, National Assn. of Manufacturers.

Columbia U. Gets Tower, Land From Edwin Armstrong Estate

ACQUISITION of a radio tower on the banks of the Hudson at Alpine, N. J., 14 miles from New York City, from the estate of the late Maj. Edwin H. Armstrong, the developer of fm radio and long a professor of engineering at Columbia U., was announced last week by Columbia U.'s School of Engineering.

The installation, complete with a permanent brick laboratory building, will be known as the Edwin H. Armstrong field laboratory and will be used by the university for research in radiation and propagation.

In addition to the Alpine site, Columbia acquired 57 acres of land from the Armstrong estate in the towns of Catskill and Hunter, N. Y. These two sites, in addition to the university's engineering camp near Litchfield, Conn., will form a triangular range for extensive field studies in radar and radio. The tower and laboratory were built in 1938 to perfect fm radio transmission.

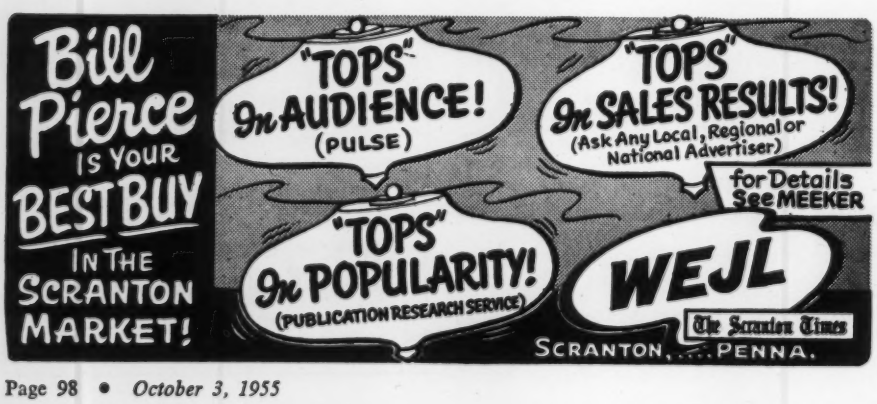
USC Slates Publicity Clinic

ROLE of publicity in selling will keynote the 2nd Annual Publicity Clinic to be held Oct. 27 at the U. of Southern California. Co-sponsored by the Publicity Club of Los Angeles and USC School of Journalism the clinic is designed to improve the publicity product in the area so that the profession may better serve newspapers, radio and television, the public and clients.

EDUCATION PEOPLE

Boyd W. Fellows named director of radio and tv, Loyola U. (Chicago) public relations.

Dr. William K. Cumming, Michigan State, named head of radio-tv education department, Stephens College, Columbia, Mo.



U. S. THANKS BBC FOR WARTIME AID

Plaque given British broadcasters by U. S. Ambassador Winthrop Aldrich in behalf of American newsmen who used English facilities to report ebb and flow of war.

BRITAIN's finest hour—and the part American radio newsmen played in keeping the United States informed via the facilities of the British Broadcasting Corp. during the dark days of the London blitz—was commemorated last week in London when U. S. broadcasters and officialdom presented a plaque to BBC.

The presentation was made by Winthrop Aldrich, U. S. ambassador to Britain, and accepted by Sir Alexander Cadogan, chairman of the BBC board of governors.

Mr. Aldrich recalled how American reporters roused the admiration of their people at the fight England put up during the Allied ebbtide in World War II. This helped Americans realize which side they belonged on, the U. S. ambassador said.

Among the guests at the presentation were Viscount Brendan Bracken, wartime minister of information, and Sol Taishoff, editor-publisher, B•T.

The plaque, the inscription for which was written by news commentator Edward R. Murrow, was originally suggested by Howard L. Chernoff and taken up by B•T with an editorial in the Aug. 2, 1954 issue. The plaque reads:

1936-1942

Placed here by those American radio reporters privileged to broadcast from Britain during "her finest hour" in appreciation of the cordial cooperation of His Majesty's Government and the British Broadcasting Corp.

N. Y.'s 100-Year Assn. Honors Gen. Sarnoff

BRIG. Gen. David Sarnoff, chairman of the board, RCA-NBC, last Thursday received the 1955 Gold Medal Award of The Hundred Year Assn. of New York in recognition of his work as "pioneer, founder and leader in electronic communication."

The presentation was made by New York Mayor Robert F. Wagner at the association's annual dinner at the Waldorf-Astoria Hotel. The association comprises business firms which have been operating in New York for 100 years or more.

The citation stated that Gen. Sarnoff's accomplishments "as a civic leader, patron of the arts, and head of RCA make him the embodiment of the idea of equal opportunity at work in a free society." Among the tributes read at the dinner was one from President Eisenhower, written the day before he was stricken, which lauded Gen. Sarnoff's "brilliant accomplishments" in the field of electronics and his contributions "to the welfare of his fellow men and to the cause of freedom and peace in the world."

A half-hour radio program covering the presentation to Gen. Sarnoff was transmitted to Latin America on four shortwave bands of WRUL Boston of the World Wide Broadcasting System last Friday. The program was transcribed last Thursday and broadcast the following day. Walter S. Lemmon, president of WWBS, arranged the program as a tribute to Gen. Sarnoff's contributions to international radio communications and broadcasting.

WKZO-AM-TV Kalamazoo, Mich., was named Michigan's outstanding contributor to the Michigan Associated Press news wire for the fourth consecutive year at the annual Michigan AP September meeting. WKZO General Manager Carl Lee (l) receives the trophy from Lester Lindow, WFDF Flint general manager and originator of the trophy.

AWARD SHORTS

Sam Gallu, producer of CBS-TV's *Navy Log* (Tues., 8 p.m. EST), named Honorary Admiral by Navy Secretary Charles S. Thomas last week, as well as awarded citation of appreciation by New York and Washington chapters of Navy League. *Navy Log,* film series based on true-life incidents officially recorded by U. S. Navy, premiered this month and is alternately sponsored by the Maytag Co. and W. A. Sheaffer Pen Co.

New Jersey State Fair Blue Ribbon Awards for "outstanding programs of their types" to CBS-TV's *Face the Nation* (Sun., 5:30-6 p.m. EDT), *Let's Take A Trip* (Sun., 4:30-5 p.m., EDT) and WCBS-TV's *Camera Three* (Sun., 3:30-4 p.m. EDT), *Hickory Dickory Dock* (Sat., 10-10:30 a.m. EDT), *Our Goodly Heritage* (Sun., 9:15-9:30 a.m. EDT), and *Space Funnies* (Sat. 8-9 p.m. EDT). Presentations were made Friday, Sept. 30, at fair grounds, Trenton, N. J.

I Led Three Lives, Ziv Television Program's series, presented annual award for outstanding tv program from New Jersey State Fair.

Virginia Renaud, education director, CBS Chicago, recipient of diploma of merit from Lincoln College, Lincoln, Ill., for work in educational radio-tv.

KMOX St. Louis presented certificate of merit for outstanding cooperation with U. S. Army Recruiting Service.

Richard S. O'Brien, senior project engineer, CBS, winner of 1955 Journal Award of Society of Motion Picture & Tv Engineers for his paper, "CBS Color Tv Staging and Lighting Practices."

Taylor Grant, newsman, WPTZ (TV) Philadelphia, presented silver plaque award from Phila. Club of Printing House Craftsmen as "Philadelphia's greatest newsman."

Nacona cowboy boot radio commercials (Nacona Boot Co., Nacona, Tex.), produced and recorded by talent of WBAP Ft. Worth, Tex., presented Gold Award at annual meeting of Affiliated Adv. Agencies Network in Madison, Wis., last month. Entry was submitted by Yates Adv., Ft. Worth.

LONDON VIEWERS SEE 'AMERICAN PLAN' AS ITA STARTS REGULAR PROGRAMMING

Britain's first week of commercial television successful with all time sold. BBC bracing to meet new competition as debate arises over number of sets able to receive commercial shows.

LONDON area viewers relaxed last week to enjoy competitive television for the first time as the initial hue and cry over the new "American Plan" of commercial broadcasting began to simmer down.

Dealers reported land office conversion business, indicating approval of the new commercial tv system inaugurated Sept. 22 by Independent Television Authority [B•T, Sept. 26].

Meanwhile the competing, government-controlled British Broadcasting Corp. spruced up its programs and promised more ahead to resist competition.

The contention that 400,000 of the 1.5 million tv sets in the London market have been "converted" to pick up the equivalent of our ch. 9 was refuted by ITA's opposition, which claimed perhaps 100,000 conversions.

The rough edges noted in the inaugural telecasts Sept. 22 were smoothed over the following weekend with programming by Associated Broadcasting Co., which handles the London station's Saturday-Sunday fare. Everyone except BBC agreed that ITA is here to stay, but felt it is likely there will be a gradual change to integrated commercials.

The new commercial tv system's invasion of Great Britain proved the biggest news since the Summit conference or the Coronation.

Although the structure bore only a faint resemblance to the highly advanced television service in the United States, it nevertheless ended the monopoly of the state-controlled BBC which has persisted for nearly 30 years. Radio continues to be the exclusive domain of noncommercial BBC, but competition in this service also is predicted, assuming the protagonists of commercial tv are correct in their appraisals.

Service started with a single transmitter—at Croydon—to serve that portion of the London market converted to pick up ch. 9. At the peak-time price of $2,800 per minute, the cost per thousand with 400,000 sets runs $7. In about six months two additional stations will be in operation in Manchester and Birmingham, and the rates will be correspondingly lower, based upon coverage and "circulation".

Success Appears Assured

The big question appeared to be how the essentially conservative Britons, spoon-fed by BBC, and indoctrinated against "American commercialism" for a generation, would accept even the modified "American Plan." But, this aside, the commercial success of the London operation seemed assured before it began. The Croydon station—first of some 40 planned by the Independent Television Authority, was sold out at £1,000 per minute ($2,800) for the peak time. This was for the inaugural week only. Nevertheless, extreme optimism prevailed among the program contractors that the SRO sign would continue indefinitely.

Recent articles and interviews in B•T [Betty Reef Sept. 5; McCollough, July 25] recounted

Britain's First Sponsors

FIRST night advertisers as commercial tv came to England included: Arthur Guinness, through S. H. Benson; Batchelors Peas (soup div.), through Lintas Ltd.; Brillo Mfg., through Saward Baker; Cadbury (drinking chocolate), through Colman, Prentis & Varley Ltd.; Grosse & Blackwell, through Greenlys; Dunlop Rubber Co., through C. F. Highams; Esso Petroleum, through McCann Erickson; Ford (Dagenham), through Rumble, Crowther & Nicholas; Oxo, through G. Street; Remington-Rand, through G. Street; Shredded Wheat Co., through McCann-Erickson; Surf, through Lintas Ltd.; Hammertons, through Foote, Cone & Belding; E. K. Cole Ltd., through Willings Press Service; National Benzole, through London Press Exchange; Craft Foods, through J. Walter Thompson; Odhams Press; Coty, through S. H. Benson; Brown & Polson, through Masius & Fergusson; Express Dairy Co., through Langley & Hoffman; Crompton Parkinson Ltd., through Cecil D. Notley; Gibbs S. R., through Lintas Ltd.; Lux Toilet Soap, through Lintas Ltd.; Summer County (Vandenberg), through Lintas Ltd.

SUPER is the word for STANDARD **Sound Effects**

Over 1000 effects—Send for your FREE catalog and a copy of CUE-TEASERS, a collection of spots cued to sound effects as attention getters. Also investigate our sound effects special—THE BEST SELLERS package.

Also distributed in
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto
New York: Charles Michelson, Inc.
45 West 45th St.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

OPENING NIGHT for commercial television in Great Britain brought this group of McCann-Erickson International executives to London Sept. 22 to the open house at M-E headquarters in the Brettenham House. L to r: T. C. Grant, general manager, London office; George Strubbe, London; Harry Henry (partially visible in background) London; Trevur Treen, London; Sidney Wells, Frankfurt; Bary Barron, London, director of tv; Frank White, New York, president of International company, who presided at European meetings; Charles Blondell, Paris; Helmut Pauli, Hamburg, and Arthur Grimes, New York.

the manner in which the ITA will function through four program contractors, the extent to which U. S. programs and advertisers are using the facilities and the strict discipline exercised over programming by ITA. There have been no substantive deviations from these reports.

Recounted briefly, programs *per se* will not be sponsored. Spots will be used, limited to six minutes per hour (like U. S.) but only during natural breaks. Shopping guide programs (like NBC-TV's *Home*) and so-called documentaries (industrial films) are not restricted since commercials are interwoven, fall where they may.

Some of the biggest names in U. S. advertising have contracted for time, including Procter & Gamble, Sterling Drug, Lever Bros. (through its British parent Unilever) Coca-Cola and Bristol-Myers. American agencies handling most of the contracted business are J. Walter Thompson, McCann-Erickson Ltd., Young & Rubicam, Erwin, Wasey, and Foote Cone & Belding. The top British agencies in placements are S. H. Benson and London Press Exchange. Familiar programs include *I Love Lucy, Ford Theatre, Dragnet,* Ed Murrow, *Four Star Playhouse, Hopalong Cassidy, Mr. District Attorney, Science Fiction Theatre,* Liberace, *The Ford Theatre,* Eddie Cantor, *Lassie,* and Roy Rogers, among others. British names include Sir Thomas Beecham, Noel Coward and Gracie Fields.

While some of Britain's largest newspapers hold financial interests in the program contractor companies, they didn't go overboard in welcoming commercial tv. They drew odious comparisons with U. S. methods, and straddled their comments as to eventual success. British newspapers carry advertising on Page 1, and some of them even sell the page 1 "ears." The staid *London Times* devotes all of its up front pages to paid personals and classified.

Tv Times, a British version of *Tv Guide,* made its debut on Sept. 20, with listings of programs from Sept. 22 through Oct. 1. It is published by Associated Rediffusion Ltd., the program contractor awarded the Monday to Friday service by ITA for the London station. Saturday and Sunday (week-end) is given to Associated Broadcasting Co., over the London station. Rediffusion is half-owned by Associated Newspapers, which controls the *London Daily Mail* and the *London Evening News.* The two newspapers in Birmingham are stockholders in Associated Broadcasting Co.

In its maiden issue, *Tv Times* editorially hailed the new commercial service as one liberating viewers from the captivity of BBC. They will "no longer have to accept what has been deemed best for them," it stated. "They will be able to pick and choose."

But it could not resist the opportunity to dig at U. S. tv, as had its newspaper parent. "Independent tv really is—independent," it said. "It is independent of the advertising technique used in America. Advertisements fit into the new British tv programmes just as they do into the pages of our newspapers and magazines. They will not detract from your pleasure. Indeed, they will enhance it by combining information with entertainment."

Not unlike the U. S., Great Britian also faces a severe allocations problem. Using roughly, our vhf spectrum, BBC is assigned what is known as Band I, having five channels. Band III, assigned to ITA, normally would embrace eight channels, but spectrum space now is being used for other services. ITA now has two channels definitely assigned, and expects to get two more to provide national coverage. It will seek all eight, however, for its own use. But BBC feels it should have a "second programme" to fulfill its chartered obligations, and has cast covetous eyes on four channels on Band III. The Postmaster General does the allocating, however, and his decision presumably will be dictated by the degree of success achieved by the ITA oprations in their first phase.

ITA, headed by Sir Robert Fraser, director general, has announced that it is going for the full limit of stations, assuming it can get the allocations. It hopes to have 20 stations by the end of its present constitutional life in 1964. And, in the second round, it would propose to duplicate the first "network" with a "second programme."

Eurovision Brings Britain Shows Live to Continent

EUROVISION became a permanent reality Sept. 15 with a live telecast of Paris by night over the United Kingdom network by BBC. Organized by the European Broadcasting Union, Eurovision makes it possible for simultaneous viewing in England, France, Italy, Switzerland, Western Germany, the Netherlands and Belgium. Austria will join later this year.

Radio links are used to transmit programs in Europe, while Britian has built a permanent coaxial cable for its transmission. BBC plans to broadcast programs from the continent on an average of once a week. Its first offering was *Woolwich Tattoo,* Sept. 20.

The link between Britain and the Continent

Sir Ian Jacob, BBC director-general, is president of European Broadcasting Union.

Foreign Language Programs Increase on Canada Stations

VAST INFLUX of immigrants to Canada in the past ten years has stimulated a large number of foreign-language programs on Canadian radio stations. Over 1,250,000 immigrants have come to Canada since 1945, mostly from Great Britain, western and southern Europe and war refugees from eastern Europe have also been settled in Canada in the past decade.

A survey made by the Canadian Assn. of Radio and Television Broadcasters of the number of foreign-language programs now on the air in Canada showed 27 Canadian stations now carry programs in tongues other than English or French. Advertisers and advertising agencies sparked the survey.

Languages broadcast on daily or weekly pro-

GATES
HI-WATTER
SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

grams include Italian on 10 stations, Polish on 9 stations, Greek on 3 stations, German on 13 stations, Netherlands on 5 stations, Finnish on 4 stations, Ukranian on 12 stations, Yiddish on 2 stations, and Hungarian on 2 stations. Single stations broadcast programs in Slovak, Cree Indian, Maltese, Serbian, Lithuanian, Macedonian, Russian, Chinese and Swedish.

Programs include newscasts, live musicals, and religious programs. In a number of cases commercials are arranged in both English or French and one other foreign language.

Canadian Viewers Pick U. S. Shows in September

SEPTEMBER viewing in Canada's four largest cities, Montreal, Toronto, Vancouver and Winnipeg, gave U. S. tv network shows top ratings, according to *Telerating Report* of Elliott-Haynes Ltd., Toronto. While the *$64,000 Question* had top rating of 86.9 in the Toronto area where it is seen on WBEN-TV Buffalo, the program did not appear in the top 10.

The 10 leading tv network shows in September were *Toast of the Town* with rating of 59.9, *America's Greatest Bands* 46.8, *Summer Theatre* 43.2, *Four Star Playhouse* 42.5, *Star Stage* 42 (*Dear Phoebe* in Winnipeg & Vancouver), *Tv Playhouse* 35.1, *Dragnet* 35, *I Love Lucy* 33.4, *Disneyland* 32.6, and *Ray Milland* 31.7.

In addition to reports on the four major English-language markets, the report gives program ratings for September for Montreal French-language programs, and for programs on Ottawa, Kitchener, Windsor and Regina tv stations. Sets-in-use ratings were up in September, on Montreal English-language station 4.9 points to 48.2, on Montreal French-language station 6.2 points to 54.3, in Toronto area up 6.1 points to 46.9, in Winnipeg up 4.4 points to 54.8, and in Vancouver up 4.4 points to 50.7.

Zworykin to Speak at Genoa

DR. VLADIMIR K. ZWORYKIN, television pioneer and honorary vice president of RCA, will speak before the third International Meeting on Communications to be held in Genoa, Italy, Oct. 9-11. His topic will be "Contributions of Television and Electronic Optics to the Spreading of Knowledge Among Men."

German News for American Tv

NEWS SERVICE especially designed for American tv stations has been launched by Neue Deutsche Wochenschau, largest and quasi-official West German newsreel organization. Fifteen-minute news programs shot by NDW's domestic camera units and containing reports on German topics of international interest are to be supplied to American stations in regular intervals. According to NDW a total of 30 stations in the U. S. has already been signed up.

IN AMERICA'S
9th MARKET it's TV's
New Queen

316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

Broadcasting Industry Aids Community Chest

CHAIRMAN Harry W. Chesley Jr. of the Radio-Tv-Films Committee of United Community Campaigns of America has announced that the 32 advertising, radio, television and film executives comprising the volunteer organization will help raise the more than $300 million sought by over 21,000 health and welfare organizations in the U. S.

Mr. Chesley, a vice president of Philip Morris Inc., said the promotional program, aiding such major national appeals as USO, Red Cross, cancer, tuberculosis, arthritis, will be conducted on a local level by the Community Chests and United Funds both in U. S. and Canada. The campaign, which will run through Thanksgiving Day, will include special network radio and television broadcasts, motion picture theatre trailers and "integrated appeals" in sponsored network programs.

Committee Members Named

Members of the Radio-Tv-Film Committee are: Joseph M. Allen, Assn. of National Advertisers; F. Kenneth Beirn, Biow-Beirn-Toigo; Walter Bunker, Young & Rubicam; Edmund L. Cashman, Foote, Cone & Belding; Philip H. Cohen, Sullivan, Stauffer, Colwell & Bayles; Lowry H. Crites, General Mills; Richard Depew, ABC-TV; Ben R. Donaldson, Ford Motor Co.; Bernard J. Duffy and Wayne Tiss, BBDO; Edwin W. Ebel, General Foods; Norman Glenn, Doherty, Clifford, Steers & Shenfield; John Halpern, Erwin, Wasey & Co.; Robert E. Hilbrant, Colgate-Palmolive Co.; Cornwell Jackson, J. Walter Thompson Co.; Abe Lastfogel, William Morris Agency; James L. MacWithey, Bristol-Myers Co.; Morton McConnachie, McConnachie Productions Inc.; Sig Mickelson, CBS-TV; Thomas F. O'Neil, and J. Glen Taylor, MBS; Stanley H. Pulver, Lever Bros.; Ade Schumacher, Liggett Drug Co.; Edward Stanley, NBC; Alfred N. Steele, Pepsi-Cola Co.; Albert R. Stevens, American Tobacco Co.; George T. Sweetser, N. W. Ayer & Son; Lewis H. Titterton, Compton Advertising; H. Paul Warwick, Warwick & Legler; David A. Werblin, MCA, and Marvin Young, Ruthrauff & Ryan.

Radio-Tv Stars Boost Community Chest Drive

TWO specially filmed and transcribed shows produced in Hollywood as 30-minute tv and radio programs, will kick off 1955 local Community Chest drives nationally within the next two weeks, it was announced last week by the national parent organization.

"Fanfare," the tv film, stars Ralph Edwards, Agnes Moorehead, Liberace, Jo Stafford, Tony Martin, Danny Thomas and Robert Armbruster conducting the NBC Orchestra. "Family Affair," the radio program, will star Jack Benny and Mary Livingston, Art Linkletter and son, Jack, Sammy Davis and Sammy Davis Jr.; Bing Crosby and son, Lindsay; and Rosemary Clooney and sister, Gale.

Both shows were produced on the west coast as a public service by the American Federation of Musicians, AFTRA, SAG and the Screen Directors' Guild.

Advertising Council Aids Campaign Against Slums

THE ADVERTISING COUNCIL has launched a public service campaign directed at eliminating and preventing slums in cities and suburbs. The Council estimated that some $3 million worth of time and space will be donated to the drive within the first six months by advertisers and cooperating media.

The project, conducted for ACTION (American Council to Improve Our Neighborhoods), will be supported by radio and television networks and stations, general magazines, newspapers, business papers and company publications. Young & Rubicam is contributing the creative work for the campaign. Volunteer coordinator is William A. Hart, director of advertising, E. I. duPont de Nemours & Co.

Radio-Television Promotes National Safe Driving Day

PLANS for nationwide observance of Safe Driving (S-D) Day Dec. 1, with broadcast and other industry participation, have been announced by the President's Committee for Traffic Safety through the National Safety Council.

A community program planning kit will include radio-tv scripts, planning guide, fact sheet, news releases, speakers aids and other information. A second promotion kit contains a selection of posters, displays, buttons, balloons and other materials for use in plants and business places. Purpose of S-D Day is to show traffic fatalities can be reduced when drivers and pedestrians accept singular responsibility for accident prevention.

As in the past, on this and similar safe-driving projects, radio and television networks, stations, advertisers, newspapers and other groups will cooperate during the campaign.

BMI
BOOK PARADE
America's Most Widely Listened-to Book Program
In Current Release
THESE BOOKS:
"Lincoln's New Salem"—Benjamin P. Thomas
"Look Homeward, Angel"—Thomas Wolfe
"The Journals of Lewis and Clark"—Edited by Bernard DeVoto
"Children of The Black-Haired People"—Evan King
"Walden"—Henry David Thoreau
"Ethan Frome"—Edith Wharton
"The Tales of Hans Christian Andersen"
"1,000,000 Delinquents"—Benjamin Fine
"W. Somerset Maugham"—An Appreciation
"Homebodies"—Charles Addams
THESE REVIEWERS:
Raymond N. Dooley; Sylvan Meyer; Hon. Richard L. Neuberger; Emily Hahn; Frederic Babcock; Elizabeth A. McSherry; Donald Culross Peattie; Dorothy Gordon; Merle Miller; Phil Stong.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

WRC-TV Stirs Interest

NBC Vice President Carleton D. Smith, general manager of WRC-TV Washington, has expressed gratification at the extent of public and political support for the WRC-TV campaign to end pollution of the Potomac River. WRC-TV has just concluded a series of four weekly programs entitled *Our Beautiful Potomac,* which pinpointed the pollution situation in the Potomac. On the last program Rep. Joel Broyhill (R-Va.) said the next session of Congress probably will pass legislation to give federal funds to communities cooperating to end Potomac pollution.

Executives Serve in Bible Week

A GROUP of radio and television executives has been chosen to serve in the 1955 National Bible Week campaign to be held Oct. 17-23. Designated as honorary chairmen were Marvin Miller, CBS-TV personality; Gordon Gray, vice president of General Teleradio Inc. and general manager of WOR-AM-TV New York, and Ed Stanley, NBC manager of public service programs.

WGLV (TV) Telethon Nets Over $10,000

DUE to the recent floods that devastated eastern Pennsylvania and western New Jersey, a WGLV (TV) Easton, Pa., telethon, scheduled over the weekend of Sept. 3 for the United Cerebral Palsy Fund, was moved up three weeks so that the entire proceeds of the drive could be given to the Red Cross Disaster Fund. The station started its drive at 8 p.m. Saturday and continued until 5 p.m. Sunday, raising well over $10,000.

WCUE's Charity Golf Tourney

AKRON's independent station WCUE reported that its 1955 hole-in-one golf tournament in early September netted $3,227. The proceeds, turned over to a charity fund sponsored by the city's *Beacon-Journal,* were the second largest in the tourney's five-year history.

WLSI Fights Fire

THREE short messages aired by WLSI Pikesville, Ky., telling of the need for fire-fighting equipment at the nearby town of Sutton where four buildings were ablaze, brought immediate action as three neighboring communities sent fire-trucks speeding to the scene. The flames, thanks to WLSI, were quickly brought under control.

WBKB (TV) PRESENTS BOWLING

FROM celebrities to amateurs representing leading business firms—that's the gamut ranged by WBKB (TV) Chicago in its new series of *Big League Bowling* programs aired Sundays (12 mid.-1:30 a.m.). Two celebrities match their bowling talent with two other personalities in a "Scotch Double" match in which each player rolls one ball instead of customary two. Then two pairs of amateur keglers from industrial leagues take over in two other lanes. Celebrities change each week while winning amateurs return after victories to compete against newcomers until they are eliminated. Program originates in Polk Bros. Furniture and Appliance store on Chicago's south side.

KTLA (TV) COLORCASTS FIESTA

THIRD remote color tv show of the year was ventured by Paramount's KTLA (TV) Hollywood yesterday (Sunday) as the station covered the ninth annual "Fishermen's Fiesta" at San Pedro, Calif. The 3½ hour show was sponsored by the California Fish Canners Assn. and employed KTLA's color remote truck, a complete mobile unit designed by Klaus Landsberg, station vice president and manager. KTLA claims to be the only station west of the Mississippi to attempt color remotes. Earlier this year the station picked up the New Year's Rose Parade and the Headdress Ball in April.

GAME PROMOTES SHOWTIME

TO ANNOUNCE the new time and day for Ralph Edwards' *Truth or Consequences* on NBC-TV, Mr. Edwards last week mailed to the trade a large party game based on the show. Program is aired Friday in the 8 p.m. EST spot. Game is made by Samuel Gabriel Sons & Co., New York.

PRODUCTS PUBLICIZE SHOWS

SAMPLES of sponsors' products are being distributed to the industry by KTTV (TV) Los Angeles to promote two of its programs this fall. A kit of Bardahl auto tune-up lubricants was delivered in behalf of a new Friday night film package, *Paul Coates Confidential File,* while a case of Calo cat food was sent to remind radio-tv editors that Frank Wright's *Calo Pet Exchange* has moved to Friday night. The show finds homes for unwanted pets.

STATIONS COVER FAIRS

DEMONSTRATION of color television will be given by RCA Color Tv Caravan at State Fair of Texas in Dallas Oct. 7-23. Caravan will originate nightly, closed-circuit demonstrations and colorcasts to be carried by KRLD-TV and WFAA-TV Dallas. Farm Department of WDAF Kansas City, Mo., plans extensive coverage of Future Farmers of America Convention and American Royal Livestock & Horse Show, both national events upcoming this month in Kansas City. WBAL Baltimore established remote studios in an aluminum barn for duration of Maryland State Fair at Timonium. Thirteen hours of fair broadcasting were logged by KDRS Paragould, Ark., in four days at Greene County Fair. WKZO-AM-TV Kalamazoo, Mich., covered Kalamazoo County Fair for the second year, originating daily broadcasts from commercial display building.

WSLS PROMOTION ON WHEELS

WSLS-AM-FM-TV Roanoke, Va., are selling themselves to local riders with a new "bus of WSLS radio and television." Now running on Roanoke lines, the bus features a six-speaker

radio system, program promotion cards and rides to the new, million-dollar WSLS Radio and Television Center, to open this week. The station also will use the bus to show Roanoke to NARTB members attending the regional conference Oct. 12-14.

WGMS SHOW ON NEWSREEL

WGMS Washington, D. C.'s *Music in School* series will be subject of Warner-Pathe Newsreel release. Filmed as short subject for movie theatres, it shows classroom listening, studio production, conferences between M. Robert Rogers, WGMS president; Harry M. Davidow of sponsoring Hecht Co. (Washington department store); Dr. Hobart M. Corning, superintendent of schools, and Evelyn Swarthout, program conductor. *Music in School* is being rebroadcast by Voice of America in other languages.

KABC-TV TO DEBUT NEW SHOW

KABC-TV Los Angeles will debut a new human interest show Oct. 3, for Monday through Friday presentation. Entitled *The Mildred Younger Show,* the program will take up topical questions, conduct guest interviews on civic and family problems, and will answer timely questions submitted by viewers.

WMAL-TV JAMBOREE

WMAL-TV Washington, D. C., premiered a three-hour, live country music series, *Town and Country Jamboree,* Oct. 1 at 9 p.m. The Connie B. Gay production, originating from Turner's Arena, features regular and guest performers and square dancing.

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ATOMS ON THE AIR

WTTG (TV) Washington, D. C., previewed Atomic Energy Fair, showing peaceful uses of atomic energy, Saturday on station's *Signs of Progress* television show.

RONZONI PENCIL PORTFOLIOS

RONZONI MACARONI CO. is promoting its seven radio and tv shows with a pencil case advertising portfolio. Each of seven pencils under a transparent facing, gives details of a different Ronzoni show—personality, station and showtime. Package carries slogan "Ronzoni Sono Buoni" and message, "Ronzoni Is So Good For Your Business." Salesmen will distribute 6,000 to accounts.

WAVZ RECORDS 'FLOOD '55'

FLOOD '55, the story in sound of WAVZ New Haven's coverage of the August 19 disaster, has been issued by Jubilee Records. The 40-minute documentary LP was built from tape recordings made by station staff broadcasting during the two peak days of floods. Daniel W. Kops, WAVZ vice president and general manager, wrote continuity for documentary and narration is by Tiny Markle, George Phillips and George Lezotte of station staff. Disc proceeds go to flood relief, station says.

MORE CRIMINAL COVERAGE

NEW YORK CITY police department for the first time in its history made public its list of most wanted criminals last week. Move was made in conjunction with WPIX (TV) New York which, for three nights in succession on John Tillman's *Tomorrow's News* will televise a photograph of one of the 13 criminals recently listed by the department. This new station policy is in addition to WPIX's Sunday night public feature which displays photographs of criminals wanted by the FBI.

WBKB (TV) PROMOTES NEW BOOK

WBKB (TV) Chicago claims it is utilizing an "unprecedented editorial technique" by promoting through its programs and personalities public interest in a new book, *The Net That Covers the World*. The idea was conceived by Sterling C. (Red) Quinlan, vice president in charge of the ABC o&o station, after reading the book written by E. H. Cookridge and published by Henry Holt & Co. Book deals with the operation of the Soviet espionage system in this country. Starting last Monday, for two weeks, station is devoting certain periods to a discussion of the book, with comments by such performers as Paul Harvey, Ulmer Turner, Jack Drees, Danny O'Neil and Tom Duggan.

THE SMART BUY IN MILWAUKEE

REGIONAL COVERAGE AT LOCAL RATES

WFOX 860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

WXYZ-TV HOSTS BRIDAL PARTY

WXYZ-TV Detroit inaugurated weekly *Wedding Party* during September, telecasting wedding reception of local couple. National Brewing Co. of Detroit sponsors show Saturdays at 10:30 p.m., through W. B. Doner & Co., agency.

CJON-TV SPREAD IN 'NEWS'

CJON-TV St. John's, Newfoundland, cooperated recently with *St. John's Evening Telegram* in publication of 24-page television supplement heralding start of regular programming on station. Paper carried tv set advertisements, television features and congratulatory ads from local businesses.

$32,000 WINNER IN BIBLE SERIES

MRS. CATHERINE KREITZER, Bible scholar who won $32,000 on *The $64,000 Question*, will star in a film and radio series titled *The Bible and Mrs. Kreitzer*. The five-minute programs are being prepared and syndicated by Monumental Films and ERB Productions, both of Baltimore. Monumental believes this is the first Biblical program to feature a lay person.

KTRK-TV ADDS WRESTLING

WRESTLING from city Auditorium, top-rated Houston show, moved to KTRK (TV) Houston last week.

WBBM-TV PRESENTS MAYOR

SERIES of quarter-hour "reports to the people" has been launched by Mayor Richard Daley of Chicago on WBBM-TV that city, with the station contributing its time as a public service. He plans to extend the program to other Chicago stations on a similar basis. The Mayor started his talks on WBBM-TV Sept. 27, discussing accomplishments and problems of his Democratic administration. It was his first tv appearance since taking office April 20. Similar reports to the people have been aired by Sheriff Joseph Lohman and States Atty. John Gutknecht.

WNOE COVERS MISS. TRIAL

WNOE New Orleans listeners got on-the-spot news several times daily during the "wolf whistle" trial of half brothers Roy Bryant and J. W. Milam in Mississippi. WNOE Program Director Bill Stewart and News Chief Bill Elliott reported by telephone to the station, supplemented by James Kilgallen's INS radio reports.

KING-TV VIEWERS WANT RACE

KING-TV Seattle Sports Director Bill O'Mara's pet project, an annual world championship hydroplane race on Lake Washington, is receiving strong support from Pacific Northwest citizens. Asked if they would contribute to a purse for such an event, citizens replied more than 3,000 strong with promises of $5 and up. Mr. O'Mara and KING-TV turned over the results to Greater Seattle Inc., civic organization, which is preparing a definite plan to implement the idea.

WERE-WEWS (TV) SIMULCAST

WERE-AM-FM Cleveland is simulcasting the WEWS (TV) Cleveland weekly *Lights, Camera Questions* with Phil McLean and panel of theater managers. M. C. McLean finds himself broadcasting seven-and-one-half hours within a five-and-one-half-hour period, achieved by taping portions of his radio shows.

CANADIAN COVERAGE CONTEST

AWARD of $1,000 to the advertiser or agency worker who guesses number of people covered by CHCH-TV Hamilton, Ontario with increased 100 kw power is promised in a promotion brochure sent out by station. To help guessers, station encloses maps and suggestions for working out new CHCH-TV coverage area. Brochure also shows facilities, personalities and programs of station.

MAC MATHESON (r), assistant manager of KTUC Tucson, Ariz., and conductor of a daily show for Monte Mansfield Motors (Ford dealer) there, is presented a cake on his birthday from H. V. Webber, Mansfield general manager. The lettering reads, "Happy birthday to our No. 1 Ford salesman, Mac." KTUC has aired the Mansfield show for about 3½ years.

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PROGRAMS & PROMOTION

WHEN Guy Lombardo (c) and his band made a recent public appearance in Eau Claire, Wis., he was honored with a supper party by Max Lasker (l), owner of Lasker Jewelers, which sponsors a 15-minute locally produced Sunday program of Lombardo music over WRFW Eau Claire, and the station, represented by Manager Jack Kelly, interviewing Mr. Lombardo.

GARRY MOORE TALENT HUNT

NATIONWIDE talent search to discover future potential stars among local television personalities in cities throughout the country will be launched Oct. 7 on the *Garry Moore Show* (CBS-TV Mon.-Thurs., 10-10:30 a.m. EDT; Fri., 10:-11:30 a.m. EDT). Territorial favorites will be brought to New York to appear on the show each Friday and at the end of each month, a winner will be chosen and given a week's engagement at New York's RKO Palace Theatre or the Village Vanguard.

'HOME' BUILDS HOMES

NBC-TV's *Home*, which this year sponsored a unique housing requirement project titled "The House That Home Built," will repeat the promotion in 1956. As part of its service to the home-buying public and home-building industry, the NBC program got together with the National Assn. of Home Builders to design attractive, up-to-date houses embodying the principles of good design at moderate costs. A total of 16 builders from coast to coast participated in the 1955 project, and all have reported record crowds and sales of the house in their specific areas.

Plans for three different models will be drawn up by Eldridge Snyder, prominent New York architect. Finished models will be shown to NAHB convention in Chicago during the week of Jan. 22, via closed circuit tv.

MILESTONES

► THE Wisconsin U. radio service, THE WISCONSIN SCHOOL OF THE AIR, began its 25th year of programs for classroom listening Sept. 19.

► FRED WADE, radio producer and vocalist, observed his 25th anniversary with WTIC Hartford, Conn., Sept. 15.

► *THE Wilkens Amateur Hour* Sept. 18 began its 21st season on KDKA and later on KDKA-TV Pittsburgh.

► JOHN HARRINGTON, sports director and sportcaster at WBBM Chicago, started his 20th year of football coverage for that station Sept. 24.

► CHARLTON BROWN, transmitter supervisor at WDRC Hartford, observes his 16th anniversary with that station this month. ROBERT COE, transmitter operator observes his 10th anniversary.

► NBC-TV's *Kraft Television Theatre* presented its 500th telecast Sept. 28.

► CBS Radio's annual *Football Roundup* is starting its 8th season.

► WBAP-TV Fort Worth observed its 7th anniversary Sept. 27.

► SEVENTH consecutive year for *Mama* (CBS-TV) will be marked Oct. 7 when the program starts its new season under the sponsorship of General Foods Corp.

CHRIS J. WITTING, president of Westinghouse Broadcasting Co., presents a 25-year service pin to W. C. Swartley, WBC vice president in charge of WBZ-AM-TV-WBZA Boston-Springfield, during a luncheon in Mr. Swartley's honor in New York.

UPCOMING

OCTOBER

Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 3: RAB Clinic, Ogden, Utah.
Oct. 3-7: AIEE Fall General Meeting, Morrison Hotel, Chicago.
Oct. 3-7: SMPTE Convention, Lake Placid Club, Essex County, New York.
Oct. 4: RAB Clinic, Colorado Springs, Colo.
Oct. 5: RAB Clinic, Albuquerque, N. M.
Oct. 6: RAB Clinic, San Antonio, Tex.
Oct. 7: RAB Clinic, Fort Worth, Tex.
Oct. 7-8: OARTB Fall Convention, Deshler-Hilton Hotel, Columbus, Ohio.
Oct. 7-8: Third Dist. AFA Convention, Sedgefield Inn, Greensboro, N. C.
Oct. 7-9: National Adv. Agency Network, western meeting, Dayton, Ohio.
Oct. 7-9: N. Y. State Chapter of the American Women in Radio & Tv. Fall Conference, Mark Twain Hotel, Elmira, N. Y.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 8: Texas Chapter of the American Women in Radio & Tv. Annual meeting, Fredonia Hotel, Nacogdaches Texas.
Oct. 10: Ad Club of New York, Annual Advertising and Selling Course.
Oct. 13-14: RAB National Radio Advertising Clinic, Waldorf-Astoria Hotel, New York.
Oct. 14-16: National Adv. Agency Network, eastern meeting, Atlantic City, N. J.
Oct. 16-17: New Jersey Broadcasters Assn., Hotel Hofbrau, Wildwood.
Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 17: RAB Clinic, Burlington, Vt.
Oct. 18: RAB Clinic, Albany-Troy-Schenectady, N. Y.
Oct. 19: RAB Clinic, Boston.
Oct. 20: RAB Clinic, Philadelphia.
Oct. 21: RAB Clinic, Washington.
Oct. 29-Nov. 3: N. C. Assn. of Broadcasters, Aboard M. S. Stockholm (Bermuda Cruise).
Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York

NOVEMBER

Nov. 2: RAB Clinic, Oklahoma City.
Nov. 3: RAB Clinic, Kansas City, Mo.
Nov. 4: RAB Clinic, Des Moines, Iowa.
Nov. 9-12: National Convention of Sigma Delta Chi, Chicago.
Nov. 10: ARF Conference on Current Activities in Marketing & Research, Hotel Ambassador, New York
Nov. 10-16: North Carolina Assn. of Broadcasters, aboard *M. S. Stockholm* (Bermuda cruise).
Nov. 14: TAB Fall Convention, Adolphus Hotel, Dallas.
Nov. 14: RAB Clinic, Minneapolis.
Nov. 15: RAB Clinic, Milwaukee.
Nov. 16: RAB Clinic, Chicago.
Nov. 17: RAB Clinic, Indianapolis.
Nov. 18: RAB Clinic, Detroit.
Nov. 28: RAB Clinic, Louisville, Ky.
Nov. 29: RAB Clinic, Dayton, Ohio.
Nov. 30: RAB Clinic, Cleveland.

DECEMBER

Dec. 1: RAB Clinic, Pittsburgh.
Dec. 2: RAB Clinic, New York.

NARTB Regional Meetings

Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)	Sept. 28-30	St. Charles Hotel, New Orleans
Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.
Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

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Station Authorizations, Applications

(As Compiled by B • T)

September 22 through September 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations

As of Aug. 31, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,747	525	144
Cps on air	11	15	†325
Cps not on air	115	16	111
Total on air	2,758	540	469
Total authorized	2,873	556	580
Applications in hearing	149	3	165
New station requests	215	6	24
New station bids in hearing	91	0	110
Facilities change requests	138	6	35
Total applications pending	766	138	242
Licenses deleted in Aug.	1	1	0
Cps deleted in Aug.	3	0	4

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Sept. 28

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,764	2,752	165	231	155
Fm	540	521	38	9	3

Tv Summary Through Sept. 28

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	313	604[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	332	103	435
Noncom. Educ. on air	13	3	16

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	950	337	750	536	1,287[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,010	337	782	564	1,347[5]

[1] 153 Cps (30 vhf, 123 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 638 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Twin Falls, Idaho—Application for ch. 13, Twin Falls by Twin Falls Television Co. dismissed at request of applicant by letter of 9-27-55. Announced Sept. 28.

Las Vegas, Nev.—Moritz Zenoff granted vhf ch. 13 (210-216 mc), ERP 12.9 kw vis., 6.4 kw aur.; antenna height above average terrain 100 ft., above ground 207 ft. Estimated construction cost $74,900, first year operating cost $200,000, revenue $250,000. Post office address 343 Desert Inn Rd., Las Vegas. Studio and trans. location Fremont Hotel, 2d and Fremont, Las Vegas. Geographic coordinates 36° 10′ 12.5″ N. Lat., 115° 8′ 34″ W. Long. Trans. and ant. RCA. Legal counsel David Zenoff, Las Vegas. Consulting engineer Grant R. Wrathall, Aptos, Calif. Mr. Zenoff owns *Boulder City* (Nev.) *News*, *Henderson Home News* and **KBMI Henderson, Nev.** Granted Sept. 28.

Philadelphia, Pa.—Ajax Enterprises granted uhf ch. 23 (524-530 mc); ERP 537 kw vis., 288 kw aur.; ant. height above average terrain 340 ft., above ground 488 ft. Estimated construction cost $414,100 first year operating cost $500,000, revenue $200,000. Post office address P. O. Box 376, Greenwich, Conn. Studio location Philadelphia. Trans. location Lancaster Pike opposite intersection of Church St., Ardmore, Pa. Geographic coordinates 40° 00′ 15″ N. Lat., 75° 17′ 07″ W. Long. Trans. and ant., RCA. Legal counsel Martin W. Kramer, New York. Consulting engineer Thomas B. Friedman, New York. Applicant is wholly-owned by Herbert Mayer, former president-director and one of two stockholders of **WXEL (TV) Cleveland, Ohio, KPTV (TV) Portland, Ore.**, and **KCTY (TV) Kansas City, Mo.** (latter turned back cp to FCC). Granted Sept. 28.

PETITION

Utica, N. Y.—Mohawk Valley Television Inc. petitions FCC to amend allocations table by adding ch. 2 to Fairfield, N. Y. Filed Sept. 23.

APPLICATION

Buffalo, N. Y.—Frontier Television Inc., uhf ch. 59 (740-746 mc); ERP 25.08 kw vis., 13.55 kw aur.; ant. height above average terrain 419 ft., above ground 428.6 ft. Estimated construction cost $86,500, first year operating cost $155,000, revenue $185,000. Post office address 355 Ellicott Square Bldg., Buffalo. Studio and trans. location, Buffalo. Geographic coordinates 42° 53′ 12″ N. Lat., 78° 52′ 25″ W. Long. Trans. and ant. RCA. Consulting engineer Frank B. Ridgeway. Principals in equal partnership are: Pres. **Bernard I. Obletz**, attorney, and 25% owner retail drug firm; Vice President **Richard S. Levy**, vice president appliance wholesalers, and Sec.-Treas. **Daniel A. Roblin**, partner metals and building supply company. Filed Sept. 27.

APPLICATION AMENDED

Philadelphia, Pa.—Ajax Enterprises amends application for ch. 23 to change ERP to 537 kw vis., 290 kw aur. and change ant. height above average terrain to 338 ft. Amended Sept. 27.

Existing Tv Stations . . .

ACTIONS BY FCC

KBES-TV Medford, Ore.—Granted mod. of cp (ch. 5) to move trans. to Soda Mt., about 15 miles southeast of Ashland, Ore., change ERP from 28.8 kw vis. and 15.8 kw aur. to 75.9 kw vis. and 38 kw aur., increase ant. height from 430 to 2,330 ft. and make other equipment changes. Granted Sept. 28.

APPLICATION

KNOX-TV Grand Forks, N. D.—Seeks mod. of cp to change ERP to 2.96 kw vis., 1.48 kw aur., make slight change in trans. and studio location (no change in description) and make ant. and equipment changes. Ant. height above average terrain 224 ft. Filed Sept. 26.

APPLICATION AMENDED

WEOL-TV Elyria, Ohio—Amends application to change ERP to 84.1 vis., 45.45 kw aur., make ant. and further other equipment changes and correct coordinates. Ant. height above average terrain 281 ft. Amended Sept. 21.

CALL LETTERS ASSIGNED

KHOK-TV Hayes Center, Neb.—Bi-States Co., ch. 6.

New Am Stations . . .

ACTIONS BY FCC

Denver, Colo.—Evert A. Bancker Jr. granted 1390 kc, 1 kw D. Post office address 262 Fillmore St., Denver. Estimated construction cost $9,064.66, first year operating cost $16,650, revenue $26,200. Mr. Bancker is record retailer and sole owner **KFML (FM) Denver.** Granted Sept. 28.

De Funiak Springs, Fla.—Walton Bcstg. Co., granted 1460 kc, 1 kw D. Post office address Milton, Fla. Estimated construction cost $18,200, first year operating cost $30,000, revenue $36,000. Applicant is wholly-owned by Clayton W. Mapoles, owner **WEBY Milton, Fla.** Granted Sept. 28.

Eau Gallie, Fla.—Mel-Eau Bcstg. Corp., granted 920 kc, 500 w D. Post office address 512 Riverview Drive, Melbourne, Fla. Estimated construction cost $15,550, first year operating cost $36,000, revenue $40,000. Principals include Pres. **Norman E. Jorgensen** (25%), pres.-41.6% owner **WSBB New Smyrna Beach, Fla.**, 40% owner new am station at Herkimer, N. Y., and D. C. attorney; Sec. **Seymour Krieger** (25%), sec.-treas.-41.6% owner **WSBB** and D. C. attorney; Treas. **Victoria C. Martin** (25%), former employe at **WMMB Melbourne, Fla.**, and Vice Pres. **A. V. Catterton** (25%), general manager-1/6 owner of **WSBB.** Granted Sept. 21; announced Sept. 22.

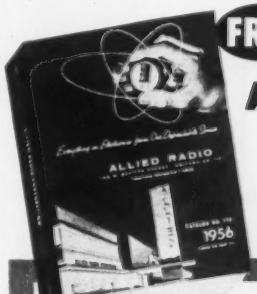
Russell, Kan.—The Prairie States Bcstg. Co. granted 990 kc, 250 w D. Post office address % Melville Gleason, KAWL Building, York, Neb. Estimated construction cost $9,836, first year operating cost $36,418, revenue $44,029. Principals include Pres. **Melville L. Gleason** (51%), Vice Pres. **William C. Whitlock** (24%), and Sec.-Treas. **Tommy L. Gleason** (25%). All are associated in ownership of **KAWL York, Neb.** Granted Sept. 28.

White Castle, La.—Big League Bcstg. Co. granted 1590 kc, 1 kw D. Post office address % Elayn Hunt, 700 Reywood Bldg., Baton Rouge, La. Estimated construction cost $15,831, first year operating cost $14,000, revenue $22,500. Principals include Pres. **William C. Lee Jr.** (⅓), laundry, dry cleaning; Vice Pres. **J. Edward Van Velkenburg** (⅓), chief engineer **WLCS Baton Rouge, La.**, and Sec.-Treas. **Elayn Hunt** (⅓), attorney. Granted Sept. 28.

Grants, N. M.—John Blake granted 980 kc, 1 kw D. Post office address 5906 Frederick Square, Dallas, Tex. Estimated construction cost $21,720, first year operating cost $24,000, revenue $30,000. Mr. Blake holds controlling interest in **KNEM Nevada, Mo.** Granted Sept. 28.

Enterprise, Ore.—Eastern Ore. Radio Co. granted 1340 kc, 250 w limited hours. Post office address % **KODL, The Dalles, Ore.** Estimated construction cost $12,070, first year operating cost $28,000, revenue $36,000. Principals include **V. P. Kenworthy** (50%), pres.-½ owner **KODL The Dalles, KWRC Pendleton Ore.**, and **KPKW Pasco Wash.**, and **Paul E. Walden** (50%), manager **KODL.** Granted Sept. 21; announced Sept. 22.

Camas, Wash.—Camas Washougal Radio granted



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1480 kc, 1 kw D. Post office address % General Delivery, Redmond, Ore. Estimated construction cost $15,775, first year operating cost $28,000, revenue $36,000. Principal **Gene R. Johnsick** is chief engineer **KJUN Redmond, Ore.** Granted Sept. 28.

Opportunity, Wash.—The Voice of Spokane Valley granted 1270 kc, 1 kw D. Post office address 3811 E. 9th St., Spokane, Wash. Estimated construction cost $16,241, first year operating cost $35,400, revenue $48,000. Principals in equal partnership include **Robert L. Swartz**, program director **KHQ-AM-TV Spokane; Arthur R. MacKelvie**, announcer at **KHQ** and **Howard G. Olsen**, engineer. Granted Sept. 21; announced Sept. 22.

APPLICATIONS

Talladega, Ala.—Confederate Bcstg. Co., 1580 kc, 1 kw D. Post office address 807 Gilmer Ave., Tallassee, Ala. Estimated construction cost $13,050, first year operating cost $24,000, revenue $36,000. Principals in equal partnership are **Ned Butler**, chief engineer, **WTLS Tallassee**, and **James Hemphill** and **W. K. Johnston**, announcer and salesman, respectively, of **WAPF McComb, Miss.** Filed Sept. 28.

Little Rock, Ark.—Cecil W. Roberts and **Jane A. Roberts**, 1450 kc, 250 w unl. Post office address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $9,600, first year operating cost $40,000, revenue $50,000. Applicants own **KREI Farmington, KCHI Chillicothe**, both **Mo., KCRB Chanute, Kan., WINI Murphysboro, Ill.**, and **KBIA Columbia, Mo.** Filed Sept. 28.

West Branch, Mich.—Paul A Brandt, 1350 kc, 1 kw D. Post office address 901 E. Maple St., Mt. Pleasant, Mich. Estimated construction cost $19,529.61, first year operating cost $40,000, revenue $45,000. Mr. Brandt is licensee of **WCEN Mt. Pleasant, WBRN Big Rapids** and **WBFC Fremont**, all **Mich.** Filed Sept. 27.

Bartlesville, Okla.—Osage Bcstg. Co., 1350 kc, 500 w D. Post office address Gen. Delivery, Bartlesville. Estimated construction cost $20,841.95, first year operating cost $37,000, revenue $50,000. Principals in equal partnership are **John M. Mahoney**, 50% owner **KVIN Vinita, Okla.**, and **John Q. Adams**, 50% owner **KVIN.** Filed Sept. 21.

APPLICATIONS AMENDED

Toccoa, Ga.—Stephens County Bcstg. Co. amends application for cp to operate on 1590 kc, 1 kw D to change frequency to 1320 kc. Amended Sept. 21.

O'Neill, Neb.—Holt County Bcstg. Corp. amends application for cp for new am to operate on 1400 kc, 250 w unl. to specify change in officers, Amended Sept. 26.

Elmira Heights-Horseheads, N. Y.—Amends application for cp to operate on 1590 kc, 500 w D to specify studio location to be determined, Horseheads and Elmira Heights, N. Y. Amended Sept. 26.

Existing Am Stations . . .

ACTIONS BY FCC

KXLA Pasadena, Calif.—Granted change in operation on 1110 kc, 10 kw, from DA-1, unl. to DA-2, unl. with changes in DA-N; engineering conditions. Granted Sept. 21; announced Sept. 22.

KIUP Durango, Colo.—Granted change from 1 kw unl. to 1 kw, 5kw LS, continuing on 930 kc with DA-N. Granted Sept. 28.

WNER Live Oak, Fla.—Granted change from 1390 kc to 1250 kc, operating D only with 1 kw. Granted Sept. 28.

WKXY Sarasota, Fla.—Granted change from 1540 kc to 930 kc D, 1 kw, with DA; engineering conditions. Granted Sept. 28.

WCSI Columbus, Ind.—Granted increase from 250 w to 500 w D on 1010 kc. Granted Sept. 28.

KNIM Maryville, Mo.—Application for cp to change from 1580 kc to 1230 kc; decrease power from 250 w to 100 w and change hours of operation from D to unl. returned (engineering dated after verification). Returned Sept. 28.

WSYD Mount Airy, N. C.—Granted mod. of cp to change from 5 kw D to 1 kw, 5 kw LS on 1300 kc DA-N; engineering conditions. Station is licensed on 1240 kc, 250 w unl. Granted Sept. 28.

KADO Anadarko, Okla.—Cp (as mod.) which authorized new am station to operate on 1250 kc, 500 w D forfeited and call letters deleted. Announced Sept. 28.

WFAR Farrell, Pa.—Granted increase in power from 500 w to 1 kw on 1470 kc D; conditioned that permittee accept interference that may result from subsequent grant of application of Somerset Bcstg. Co., Painesville, Ohio, or Miners Bcstg. Service Inc., Ambridge, Pa., for new stations on 1460 kc. Granted Sept. 21; announced Sept. 22.

WCLG Morgantown, W. Va.—Granted increase in power from 500 w to 1 kw D on 1300 kc; with remote control from main studio. Granted Sept. 28.

APPLICATIONS

KDMS El Dorado, Ark.—Seeks cp to increase power from 1 kw to 5 kw and change trans. location. Filed Sept. 23.

KOCS Ontario, Calif.—Seeks cp to change hours of operation from D to unl.; increase power from 250 w D to 1 kw unl; install DA-1. Filed Sept. 23.

KUBC Montrose, Colo.—Seeks cp to increase power from 500 w N; 1 kw D to 1 kw N; 5 kw D, and change N DA system. Filed Sept. 28.

WWDC Washington, D. C.—Seeks cp to mod. DA-D (change from DA-1 to DA-2). Filed Sept. 28.

WPLA Plant City, Fla.—Seeks mod. of cp to change from 1570 kc to 910 kc and make ant. system changes. Filed Sept. 26.

WDVM Pocomoke City, Md.—Seeks cp to increase power from 500 w D to 1 kw D. Filed Sept. 28.

WBEC Pittsfield, Mass.—Seeks cp to change trans. location to 33 Eagle St., Pittsfield. Filed Sept. 28.

WMAX Grand Rapids, Mich.—Seeks cp to increase power from 500 w to 1 kw. Filed Sept. 23.

WGBB Freeport, N. Y.—Seeks cp to increase power from 100 w to 250 w. Filed Sept. 27.

WHHH Warren, Ohio—Seeks cp to modify DA system (DA-2). Filed Sept. 23.

KUIN Grants Pass, Ore.—Seeks cp to change from 1340 kc to 1480 kc and increase power from 250 w to 1 kw. Contingent on **KIEM, Eureka, Calif.** change in facilities. Filed Sept. 23.

WKPA New Kensington, Pa.—Seeks mod. of license to change station location from New Kensington, Pa., to New Kensington-Tartentum, Pa., and establish second main studio at 321 5th Ave., Tarentum. Filed Sept. 21.

WOIC Columbia, S. C.—Seeks cp to increase power from 1 kw to 5 kw. Filed Sept. 28.

WRAP Norfolk, Va.—Seeks cp to increase D power from 1 kw to 10 kw; and change DA pattern. Filed Sept. 23

WNVA Norton, Va.—Seeks cp to change from 1050 kc to 1350 kc; increase power from 1 kw D to 5 kw D. Filed Sept. 28.

KVAN Vancouver, Wash—Seeks cp to change from employing DA-1 to DA at N only. Filed Sept. 23.

KBYR Anchorage, Alaska—Seeks cp to change from 1240 kc to 1270 kc; increase power from 250 w to 1 kw and make ant. system changes. (Request waiver of Sec. 1.373 of the rules.) Filed Sept. 28.

APPLICATION AMENDED

KDEF Albuquerque, N.M.—Amends application for cp to change from 1280 kc to 1150 kc; change hours of operation to unl. using 1 kw and operate trans. by remote control, to specify reduction in N power to 500 w. Amended Sept. 26.

CALL LETTERS ASSIGNED

KBUZ Pomona, Calif.—Valley Bcstg. Co., 1600 kc, 1 kw D, 500 w N. Changed from **KPMO.**

WBIE Marietta, Ga.—Marietta Bcstg. Co., 1050 kc, 500 w D.

WBEE Harvey, Ill.—Rollins Bcstg. Inc., 1570 kc, 250 w D. Changed from **WCFS.**

KUZN West Monroe, La.—Howard E. Griffith, 1310 kc, 1 kw D.

WCME Brunswick, Me.—Westminster Bcstg. Co., 900 kc, 250 w D.

KOHU Hermiston, Ore.—Carl F. and Sarah Knierim, 1570 kc, 250 w D.

KEED Springfield, Ore.—KRGA Inc., 1050 kc, 1 kw D. Changed from **KRGA.**

WTRA Latrobe, Pa.—Latrobe Broadcasters, 1480 kc, 500 w D.

WBRG Lynchburg, Va.—Harry A. Epperson Sr., 1050 kc, 1 kw D. Changed from **WAMH.**

New Fm Stations . . .

ACTIONS BY FCC

Princeton, N. J.—Princeton Bcstg. Service Inc. granted 103.9 mc, 85 w, unl. Post office address James G. Robinson, Province Line Road, Princeton, N. J. Estimated construction cost $2,250, first year operating cost $7,000, revenue $10,000. Principals include Chmn. **James G. Robinson**, Applied Science Corp. director of purchases; Vice Chmn. **Kenneth A. Mills**, research and promotion dept., Katz Agency and Sec. **Wendell S. Hall**, purchasing dept., Chrysler Co. Granted Sept. 21; announced Sept. 22.

West Paterson, N. J.—Fidelity Radio Corp., granted 102.7 mc, 3.6 kw unl. Post office address P. O. Box 471, Bloomfield, N. J. Estimated construction cost $31,205, first year operating cost $67,740, revenue $85,358. Principals include Pres. **Richard R. Stanley** (23.8%), 50% owner of chemical transportation firm; Vice Pres. **Herman Youngman** (12%), Bell Telephone Labs employe; Sec.-Treas. **Homer Akers** (23.8%), employe, and **Harold H. Pine** (16.6%), engineer. Granted Sept. 21; announced Sept. 22.

Existing Fm Stations . . .

APPLICATIONS

WKAR-FM East Lansing, Mich.—Seeks cp to change ERP to 95.55 kw and change ant. height above average terrain to 300 ft. Filed Sept. 27.

WBAP-FM Fort Worth, Tex.—Seeks cp to change to 96.3 mc, 53 kw ERP and change ant. system. Filed Sept. 27.

CALL LETTERS ASSIGNED

WAMF (FM) Amherst, Mass.—Trustees of Amherst College, 88.1 mc, 10 w.

WFMS (FM) Indianapolis, Ind.—Williams Fm Service, 95.5 mc, 15 kw.

Ownership Changes . . .

ACTIONS BY FCC

WITN (TV) Washington, N. C.—Granted acquisition of positive control by Roberson family through purchase of stock from H. W. Anderson and R. M. Fountain for $121,840. Principals also include **William S. Page** (not member of Roberson family), owner of 80% of **WELS Kinston, N. C.**, who will own 25% of **WITN (TV).** Robersons will own 67.8% of station. Roberson principals are: **W. R. Roberson Sr.**, 25% owner **WRRF Washington, N. C.**; **W. R. Roberson Jr.** 27% owner **WRRF, J. P. Roberson**, 24% owner **WRRF** and **Hannah R. Bagwell** (nee Roberson), 24% owner **WRRF.** Granted Sept. 23; announced Sept. 27.

WMTS Murfreesboro, Tenn.—Arthur D. Smith Jr. and T. J. Motlow d/b as Murfreesboro Bcstg. Co. granted voluntary assignment of license to Arthur D. Smith Jr. for $13,000. Mr. Motlow owned 40% and Mr. Smith 60%. Granted Sept. 21; announced Sept. 27.

APPLICATIONS

KIVA (TV) Yuma, Ariz.—Seeks relinquishment of control of permittee corporation by G. Park Dunford through inability to take up all of his subscribed stock. Voting trust agreement also instituted. No consideration. Filed Sept. 27.

KVRC Arkadelphia, Ark.—Seeks transfer of control to John M. Riggle and W. F. Deaton for $34,949.20. Messrs. Riggle and Deaton will each own 49.9% in station. No information on applicants business interests was available. Filed Sept. 27.

KCBQ San Diego, Calif.—Seeks transfer of control to Bartell Broadcasters Inc. for $160,000 plus six-month option to purchase **KRUX Glendale, Calif.**, for $70,000 in addition to $30,000 consultants

(Continued on page 112)

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RADIO

Help Wanted

Managerial

Salesman-assistant manager for kilowatt daytime independent in southern city of 8,000, single station market. Must have thorough background in programming and sales. Good salary-commission. Box 862C, B•T.

Combination program director and sales manager needed on southwestern radio and television operation in non-metropolitan area. Real chance for advancement among pleasant surroundings and excellent working conditions. Expected income should be stated in first letter together with references and background. Reply Box 988C, B•T.

Sales manager. Michigan independent looking for a working sales manager. Good income to right man. Send photo and details to Box 992C, B•T.

Salesmen

Salesman—assistant manager for kilowatt daytime independent in southern city of 8,000, single station market. Must have thorough background in programming and sales. Good salary-commission. Box 862C, B•T.

Need experienced, steady radio salesman. Permanent job, southeastern network station in competitive tv market. Excellent opportunity for right man. No floaters. Give full details, minimum salary, and snapshot. Box 908C, B•T.

Major network medium market California station increasing power shortly needs aggressive experienced salesman. One looking for greater opportunity who can prove ability as commercial manager. Send resume experience, education references. Ten thousand or better to producer. Box 929C, B•T.

Salesman wanted for Florida market. Small station sales experience helpful. Announcing background desirable. Send photo, references, background and tape if available. Box 942C, B•T.

Wanted: An excellent opportunity for young aggressive salesman in a successful southwestern radio station with national network affiliations. Group ownership offers chance, not only to progress on this station, but also on stations controlled by the same management. Please give requested starting salary, experience and, if possible, picture in first letter. Reply Box 986C, B•T.

Salesman wanted for top station in large metropolitan market. This is an ideal opportunity to join a progressive operation, with a secure and bright future. Top pay for right man. Send all details, photo, first letter. Box 989C, B•T.

Salesman. Michigan independent looking for creative salesman. Good income to right man. Send photo and details to Box 993C, B•T.

Experienced salesman, sober, with consistent production record. Write Manager, KPBM, Carlsbad, New Mexico.

RADIO

Help Wanted—(Cont'd)

Wanted: Experienced radio salesman in southwestern community. Progressive operation. Above average pay. Permanent connection with good future for right man. Contact Dave Button, KSVP, Box 38, Artesia, N. M.

Radio time salesman: Good draw guaranteed initially. Straight commission earnings after three months. Protected account list. Kilowatt independent in single station city of 25,000 with top farm market. Apply to Dave Taylor, WFRL, Freeport, Illinois, for personal interview.

Capable radio time salesman—to replace man stepping into managerial capacity. Established list of quality accounts, 1955 automobile furnished. Station is key for regional network, with new stations coming up. WTVB, Coldwater, Michigan.

Vern King Enterprises expanding—need at once eight salesmen who are interested in making in excess of $7,500 per year. Draw against 15% commission. Also need two announcer-salesmen. Guarantee plus 15% commission. Wonderful opportunity for young men who meet our requirements. Phone, wire, write our Melbourne, Florida, office. Vern King Enterprises, Box 908, Melbourne, Florida. Phone 575.

Announcers

Humorous DJ-flowing adlib, stage, tv acting experience. Informal, Crosby-like slang, vernacular, on-air vocabulary, Midwest, single. Box 431C, B•T.

Actor—stage, tv, or network radio acting (soap, drama) wanted for personality DJ—news. Ohio, single. Box 765C, B•T.

Opening October 1st for good announcer-jockey Indiana CBS 250 watts. Experienced. Give us full details as to past-present employment, salary expected. Tape later. Box 876C, B•T.

Two announcers: Sports, staff. Staff $65 to $85. Send audition breakfast-time show with humorous patter, commercials, news, photo, resume, references. Sports announcer $90 to $100 weekly. Send items listed above plus play-by-play audition. North Carolina. 5000 watts. Box 893C, B•T.

Experienced combination announcer - engineer southeastern Arkansas. Send tape, full details. Box 934C, B•T.

Wanted—good announcer. First phone combination by southwestern 1kw. Permanent job—salary $80 weekly. Must be strong DJ with maintenance experience. Send latest photo, resume, and tape which will be returned. Box 935C, B•T.

Wanted . . . two combo announcer-engineers with emphasis on announcing. Prefer one with hillbilly, other straight. $70.00, 40 hours, time half time plus all talent fees. North Carolina network station. Excellent working conditions. Send tape and all details. Box 936C, B•T.

RADIO

Help Wanted—(Cont'd)

For south Louisiana network station, experienced announcer with first class ticket. Permanent position to right person. Good pay. Box 952C, B•T.

Top voice, commercial forte, currently employed with full power tv. Degree, versatile. Box 965C, B•T.

Wanted: Experienced announcer with emphasis on news delivery. Position open now. KGNO, Dodge City, Kansas.

Announcer with first class license, experienced. Send history, tape and references by air to KMVI, Wailuku, Maui, Hawaii.

Announcer-salesman, three hundred dollars base plus ten percent sales commission. Keep all talent, bonus and benefits. Phone or air mail photo and disc. KPRK, Livingston, Montana.

There's always an opening in Nebraska for good radio and tv people. If you're interested in progress and a future in radio and tv get your name in the Nebraska Broadcasting Association file. Send your name, address and historical data to Bud Pentz, Sec.-Treas., Nebraska Broadcasters Assn., % KWBE Radio, Beatrice, Nebraska.

Staff announcer, good voice, strong music knowledge, news. Afternoon shift, must have prior commercial experience, operate board. Good pay, good hours, good staff, pleasant conditions. This is a permanent position, no floaters. Personal interview required. Contact Ed Allen, KWNO, Winona, Minn.

Immediate opening experienced announcer, independent operation, mostly pop. Send tape and references, WIFM, Elkin, North Carolina.

Needed immediately staff announcer. Thousand watt independant. Experience secondary to ability. Salary good. Contact Program Director, WKBC, Wilkesboro, N. C.

Experienced announcer, capable of doing staff—news and DJ on WNXT, the "Go and Get 'em" 5 kw in Portsmouth, Ohio. Tape, photo and resume rush.

To $104 per week to air salesman at independent. Popular music field. Over 25 years old. Two years college. Durham, N. C., WSSB, Box 1168.

Announcer-engineer—1st phone with equipment know-how will do morning show. Contact R. H. Morgan, WTTR, Westminster, Md. Phone 1170.

Technical

Chief engineer for Pennsylvania station. Must have full knowledge of all equipment. Be an excellent maintenance man and good general worker. Good starting pay with regular increases. Write Box 910C, B•T.

Wanted: Engineer with a first class license for 1000 watt midwestern educational am outlet. Box 925C, B•T.

Chief Engineer—experienced in construction, operation of directional antenna, maintenance for California regional station. Good opportunity. Give education, experience, references. Box 930C, B•T.

Chief engineer-announcer, $90.00, in Indiana. Box 948C, B•T.

Ohio daytimer needs at once, first class phone man with ability to do part time announcing, salary increase if announcing ability warrants full announcing schedule. Box 973C, B•T.

Experienced first phone man who can announce needed by west Texas kilowatt daytimer for chief engineer. Engineering ability primary requisite. Send full details to Mike Barrett, KTFY, Brownfield, Texas.

Chief engineer - announcer — new beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. Send resume, tape, WBOF, Virginia Beach, Virginia.

Have opening for experience 1st class engineer. Leading 5kw CBS station. Good opportunity for right man. Contact WDNC, Durham, N. C.

Capable, experienced studio-transmitter engineer for 5kw Ohio regional station. Personal interview desirable. Good starting salary. Station WDOK, 1515 Euclid Avenue, Cleveland 15, Ohio.

Engineer wanted—capable transmitter and control room operator needed by established midwest independent. Send complete resume and photo to M. Robinson, WHFB, Benton Harbor, Michigan.

Engineer-announcer. 1st phone—good voice. Kilowatt daytimer. All new equipment. Excellent working conditions. Immediate. Call Bill Duke, WKDL, Main 4-4908, Clarksdale, Miss.

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RADIO

Help Wanted

Immediate opening first phone engineer-announcer. Send complete resume, photo, tape, salary required to John Kentworthy, WMYB, Myrtle Beach, South Carolina.

Programming-Production, Others

Experienced copywriter who can completely handle the department in best midwestern market. Only thoroughly experienced need apply. Salary according to ability. Box 856C, B•T.

Traffic manager. Experienced woman. Permanent, available November 1st. Photo, complete details and salary desired in first letter. Inquiries to Michael Dillon, Program Director, KOB, Albuquerque, New Mexico.

Situations Wanted

Managerial

Well known broadcaster, wishes to relocate with progressive operation. Top sales, low operating costs, thorough knowledge of industry—agency—buying—construction (radio - television), etc. Record speaks for itself. Confidential. Box 777C, B•T.

General manager with exceptionally strong sales and programming record available. Thorough knowledge all phases radio-television. Box 778C, B•T.

Desire managerial position. Reached climax of advancement, present location. Sales Manager four years, six years radio experience, all phases. Air work a must. 34, single, proven sales record. Box 957C, B•T.

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-known throughout the industry. Available at one. Box 985C, B•T.

To put your station on a money-making basis, contact Edd Harris, 61 Church St., Ware, Mass. Phone Ware 431-M.

Salesmen

From janitor to manager in ten radio years. Now seeking traveling salesman job with affiliated radio services in Texas area. Box 941C, B•T.

Excellent background, sales, programming, managerial timber, 30. Ambition, permanent, seeking greater opportunity Great Lakes area. Box 964C, B•T.

Salesman: Sober, middle-age, family man, not flashy, steady worker. Available October 1st. Desires permanent position with small station, cooperates with civic and church work. Fifteen years experience, call, wire or write Box 980C, B•T.

Announcers

Tyro wants job in north. Box 766C, B•T.

Announcer with four years radio experience presently employed desires better opportunity with west coast radio or tv station. Newscasting and programming, first class ticket. Vet, single, 32. Box 878C, B•T.

Attention northeast—employed personality-DJ—staff 3 years experience. Mature voice. Tape, resume. Box 899C, B•T.

Announcer, DJ, strong news background. Go anywhere. Tape, resume. Available immediately, opportunity above salary. Box 912C, B•T.

Morning man . . . both country and pop experience . . . 8 years in radio . . . prefer north or west . . . family man . . . no floater . . . $125 weekly minimum . . . can leave immediately. Box 933C, B•T.

Announcer—excellent play-by-play. All-around staff, accent on jazz personality. Presently employed. Box 946C, B•T.

Attention Florida. Experienced announcer, DJ, new. Young, married. References. $75 minimum. Box 954C, B•T.

Staff announcer, married, recent broadcasting school grad. Versed all phases. Tape, resume. Will travel. Box 968C, B•T.

Currently PD. Experience includes 5kw net. First phone. Want college city. Box 970C, B•T.

Five years experience, staff news and sports, some programming. Married, veteran, sober, dependable. Am presently employed. Box 971C, B•T.

Announcer: 2½ years. Veteran, Bachelor of Science degree. Actor. Prefer midwest. Box 974C, B•T.

RADIO

Situations Wanted—(Cont'd)

Young, married college graduate, experienced all phases, desires versatile staff position. Tenor voice. Exchange conscientious work for fair dealings. Box 975C, B•T.

Excellent announcer desires permanency with solid radio-tv operation. Four years experience, announcing, directing. College degree, veteran, married. Box 976C, B•T.

Experienced DJ, announcer, 5 years radio-tv, all phases. Father of two desires to locate with progressive operation. Future first—location secondary. Box 977C, B•T.

Announcer—experienced—wishes to relocate permanently in east, not necessarily N. Y. Third ticket, vet. Tape, photo, resume upon request. Box 979C, B•T.

Announcer, station staff, 24, veteran, married. DJ, news, sports. Prefer northeastern United States or Florida, tape, references. Box 981C, B•T.

Announcer, DJ, recent grad, good potential, tape, resume on request. Box 982C, B•T.

Experienced, trained, hardworking announcer desires permanent settlement Vermont, New Hampshire. Box 983C, B•T.

Personality DJ—light experience, can do selling, news, production, Easy to please—will travel. Box 984C, B•T.

Experienced announcer. Prefers northeast. Young, single, draft exempt. Charlie Doll, Station, WMIT, Marion, N. C.

Young radio announcer, 21, fully qualified all phases, DJ, news, control board. Willing worker, gets along well with people. Contact Chris Caroll. 101 Starr Street, Brooklyn 37, N. Y. (EV 6-5608).

Announcer-engineer, ten months experience as chief. All staff duties. Married. Cunningham, 737 11th Street, N. W., Washington, D. C.

Announcer: One year's experience, will travel. Picture and audition on request. Available immediately. Lee Krueger, 126 Hassan, Hutchinson, Minnesota.

Network quality radio-television announcer available immediately. Specialize sportscasting, but versatile. Fritz Van, 522 Michigan Street, Sturgeon Bay, Wisconsin.

Announcer available immediately, 27, 7 years experience. Quentin Woodward, Kansas City, Phone Skyline 3176.

Technical

Engineer, first class license. Technical school graduate. Am experience. Would like work in New England or New York area. Box 883C, B•T.

First phone engineer. 1 year am experience, age 29, married, midwest or northwest preferred. Limited or no announcing. F. Jones, 255 Toneff Drive, Waterloo, Iowa.

Engineer, experienced first phone, no announcing, available now. Richard Roeder, 504 Benner Street, Highland Park, New Jersey.

Experienced engineer, am-tv, 1st phone, can announce, prefer south, single, will accept modest start in growing station, references, Bill Taylor, Hanover, Minnesota.

Programming-Production, Others

Top experienced young man. NBC regular staff production-director. Also small station experience, all phases. College graduate. Desires responsible production or administrative position, radio or tv. Box 955C, B•T.

Women's feature editor, copy, traffic. Thoroughly trained plus some experience. Catherine Schwenk, 1855 Iglehart, St. Paul, Minnesota.

TELEVISION

Help Wanted

Managerial

Television station in the southwest needs new management. Exclusive field in non-metropolitan area offers an opportunity to a top-flight executive capable of directing both television and radio station. Please give background and earning history in first letter. Reply Box 987C, B•T.

TELEVISION

Help Wanted

Salesman

Want permanent television salesman experienced in radio or television. Prefer steady family man capable of advancing to Assistant Sales Manager, and who would appreciate good working and living conditions in rapidly growing southwestern market. Send details, including snapshot and minimum salary. Box 907C, B•T.

Salesman—preferably experienced. If you believe as we do that television is our most dynamic form of advertising . . . if you are looking for an extremely attractive salary to start, with view toward promotion and increased, top incentive earnings . . . let us hear from you. Three men required at once. Include photo, full details. Box 963C, B•T.

Sales engineer Pacific northwest. All radio licenses. Pilot with plane. Box 969C, B•T.

Announcers

Account expanding operations in southwestern station needs good staff announcer. Prefer steady married man. Submit full details, snapshot and tape. Box 905C, B•T.

Needed: 2 experienced tv announcers and 1 technical director. Must know film. Apply WWTV, Cadillac, Michigan.

Technical

Television maintenance and operating engineer for southeastern station. Want steady permanent man, preferably married. Reply including minimum salary desired. Box 903C, B•T.

Southwestern station needs television engineer with good educational background and capable of advancing to supervisory responsibility. Excellent living conditions for permanent married man. Box 904C, B•T.

Maintenance supervisor immediately for 245kw midwest tv. Will have complete charge of studio and transmitter maintenance. Call or wire John B. Ledbetter, Chief Engineer, KEDD, Wichita, Kansas.

Tv transmitter operator. High power experienced desireable. Send complete information. Include recent photo, and wage expected. KFEL-TV, 550 Lincoln, Denver.

Experienced chief engineer for vhf station in northwest. Give references and required salary. KGVO-TV, Missoula, Montana.

Vhf tv station in third year of operation needs first class studio engineer. KKTV, Colorado Springs, Colorado. Willis Shanks.

Engineer—1st class license for tv work. Prefer single man. Chief Engineer, WINK-TV, Fort Myers, Florida.

(Continued on next page)

IDEAL OPENINGS for EXPERIENCED TV CAMERAMAN ENGINEER PRODUCER

These positions are open at WXEX, which serves the Richmond-Petersburg area. WXEX is a basic NBC affiliate and operates on 316,000 watts from a 1049 foot tower. Qualified applicants only. Pay commensurate with ability.

Write or Call

TELEVISION STATION WXEX
PETERSBURG, VIRGINIA
REgent 3-7876

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Program director—midwest network vhf wants creative PD qualified to supervise and produce first-class local live programming—ability to work with people and handle administrative work of program department. Send resume, education and experience, references, photo, salary desired. Box 797C, B•T.

Photographer—dark room position available with VHF television station in Virginia. Send complete resume, including photo and salary expected. Box 805C, B•T.

Copywriter, man or girl with radio or tv experience. Iowa vhf offers many extras. Box 888C, B•T.

Production director wanted. Prefer someone experienced in small or medium market in midwest or southwest. Good living conditions. Send full details, including salary, snapshot. Box 906C, B•T.

Tv traffic, copy girl, experience necessary, pleasant working conditions. Good salary. Vhf just on air. Write or phone KNTV, San Jose, California.

Announcer: Tv station needs announcer experienced in either radio or television. Additional experience in television production helpful since opportunities exist to take part in all phases of programming. Send picture and full details to WSBA-TV, York, Pa.

Situations Wanted

Managerial

General manager with exceptionally strong sales and programming record available. Thorough knowledge all phases radio - television. Box 778C, B•T.

Assistant manager, national sales manager, major market and New York sales experience. Box 961C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Studio technician, top-notch cameraman. Can offer tv training, versatility, first class license, plus two years experience including production and control work. Box 869C, B•T.

Chief and assistant chief with combined experience of 32 years with reputation of managing, engineering departments of high standard, now available. Will undertake new vhf/uhf construction or take over established station in proven market. Box 931C, B•T.

West Coast-Rocky Mountain—2½ years transmitter studio, maintenance. 7 years am chief, directional. Family man. Box 945C, B•T.

Tv chief engineer, two years experience. Constructed, maintained, and operated former uhf station. Interested in vhf engineering position, midwest preferred. Enjoys responsibility. Excellent references. Box 947C, B•T.

Programming-Production, Others

Producer-director. 3 years major market experience. Have handled network shows, remotes, sports. Married, stable, dependable. Seeking permanent position with future. Box 938C, B•T.

Program director-film buyer-producer-director. Man, 32, desires change. Two successful years present location. Prior position five years. Looking for permanent position in progressive station where experienced man who gets results is needed. Meet present $125.00 weekly salary. Personable, creative, excellent health, references. Write-wire Box 951C, B•T.

Young man, some network show and film editing experience. Desire suitable position along production lines. Box 958C, B•T.

TV director, 3 years experience, married, 33. Seeking permanent major market affiliation. Box 959C, B•T.

Young man wants to assume a responsible position as part of a successful station operation. Grad SRT '55. Box 960C, B•T.

FOR SALE

Stations

North Carolina competitive, growing, small market station well equipped. Needs sales and management. Priced total at $39,000 or may be purchased in part by a man with these qualifications. Paul H. Chapman, 84 Peachtree, Atlanta.

Market over 100,000 per owner. One kilowatt. City of mountains and lakes. Year-round mild climate. Ralph Erwin. Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Equipment

Excess transmitter tubes—inventory of radio network consisting of: 508, 849, 857B, 858, 862A, 880, 889RA, 891, 893A, 6246—many, many others. All tubes new unused, and guaranteed. Box 927C, B•T.

Collins 20-V 1kw transmitter, in use only year and a half; like new; completely wired for remote control. Best offer over $4,000.00 takes. Middle Atlantic area. Box 943C, B•T.

For sale: Presto 920 tape recorder and amplifier used—good condition—best offer. Box 950C, B•T.

Ampex 400 portable and concertone 1600 binaural —reasonable. All good condition. Box 953C, B•T.

For sale: Radio broadcasting or microwave equipment. Complete radio broadcasting power house—converters—motor generators—compressors, transformers—electrical controls and switchboards. 13 towers, 150 ft. to 700 ft. high—some guyed, some self-supporting. Box 967C, B•T.

Western Electric 250 watt am transmitter model 310-B. Best offer. Box 972C, B•T.

Presto 301-A1 series rack mounted tape recorder with amplifier and power supply. Like new, used 4 months. RCA BK-6A Lavalier mike used 3 months. 92-B amplifier never used. KLOH, Pipestone, Minn.

RONALD SANG

BETTY McDARR

CHARLES LANDGUTH

CLARK BORLAND

MORRIS KING

PEQUETTI BREWER

DONALD ERLACHER

CHICAGO TV PRODUCTION GRADS NOW READY

JO ANN STUNDAHL

EASSA SHAHEEN

JOHN TOTH

JOHN BOUSEK

STUDIO-TRAINED FOR ALL PHASES OF TV PRODUCTION WORK PLUS A VARIETY OF INDIVIDUAL QUALIFICATIONS MAKE THEM ESPECIALLY VALUABLE AS EMPLOYEES. COMPLETE INFORMATION FOR ANY PERSONNEL NEED—WRITE, WIRE, CALL COLLECT JOHN BIRREL . . .

CLAUDE BRYANT

THEO ANN MUCH

DONALD NOVACK

STEVE BIENIEK

NORTHWEST RADIO & TELEVISION SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Equipment

1 RCA 76C consolette. 1 RCA TK-20 iconoscope film camera, less power supplies and master monitor. WHIO-TV, Dayton, Ohio.

Gates 250A transmitter, complete with 1240 kilocycle crystals, and tubes. Will pass FCC proof with flying colors. Available now. $700 cash, FOB, LaGrange. Ed Mullinax, WLAG, LaGrange, Georgia.

Fm receivers, crystal tuned, with hi-fi amplifiers built on chassis. Good condition and just right for multiplex conversion. $29.50. Barry Trading Company, Box 221, Lebanon, Tennessee.

One General Radio 1931-A modulation monitor, $250.00, like new; two turntables, RCA model 70D, 33⅓ and 78 rpm, $250.00 each, like new. Jerrold Eide, 1215 9th S. E., Mason City, Iowa.

Trade—new condenser tester $50 value (100's in stock) all or part for "what have you?" Walter Hoffman, Box 11, Hollywood, California.

Western Electric RD100 10x6 switching console. Dual pre-set. Original price $23,000. Last one sold for $4500. Make offer. Must be sold immediately even at loss. O'Brien Electric, 6514 Santa Monica, Hollywood, California.

Magnecord PT63JAH, $375, PT6JAH, $400, Ampex 403C or 403P, $650, Rek-O-Kut G-2 16" TT, $35, Presto 6N, 85A, $350. All excellent condition. United Radio, 22 N. W. 9th, Portland, Oregon.

WANTED TO BUY

Stations

Top industry executive wants to lease radio station in small or medium market. Can insure income for owner. Fine record with large national organization. Best industry and personal references. All replies confidential. Box 779C, B•T.

Texas: Want all or half, 250 to kw station. Combo, first, cash for down payment. Box 940C, B•T.

Will lease, small market am station. Reliable, experienced, sober, outstanding operational record. Community worker. Prefer southwest. Box 978C, B•T.

Equipment

Wanted: We buy all types of radio broadcasting and tv transmitting tubes. Dispose of your obsolete or excess stock. Also want all types of low power broadcasting equipment. Must be complete. Highest prices paid. Box 928C, B•T.

Wanted: Almost new or slightly used Hewlett Packard 335B frequency monitor. In reply please give serial number, date purchased new, state condition and price. Box 944C, B•T.

Wanted—5 to 10 kw fm transmitter with monitor line and raditator. Box 966C, B•T.

300 feet self-supported am tower, 30 pound wind load for erection on roof. Send details or phone E. Sonderling, WOPA, Oak Park, Ill.

Wanted: Rings only or complete Collins fm antenna, any number of rings sections. Martin Williams, 7401 West 13th Stret, Indianapolis, Indiana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. New classes begin Sept. 26 and October 3. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

RADIO

Help Wanted

Announcer

ANNOUNCER

Veteran announcer-program director needed. Versatile delivery; working knowledge classical. At least five years radio experience. No beginner-DJ's. Top salary for right man. Permanent. Phone, wire, write (tape, photo, resume) Jack Rathbun, KSON, 630 F St., San Diego 1, California.

RADIO

Help Wanted—(Cont'd)

We're looking for Radio Talent...

A Friendly MR. FOLKSY

to emcee and produce new concepts in early morning and noontime RADIO . . . programmed to a large urban-rural audience. Can you cut mustard with the Grass Roots? If you can SELL with a straightforward approach combined with a touch of corn-crib humor and an up-beat "just folks" voice, then maybe you're our man. If you've been looking for chance to grow and be creative . . . then send us a tape, picture and complete resume along with samples of your ideas.

P.S. We're a top-flight, long established network station in a major midwest metropolitan market. We love LOCAL RADIO and RADIO TALENT with IDEAS! Juke-box deejays . . . don't bother!

Box 956C, B•T.

WE HAVE TURNOVER

In the past year we lost four men. After 4 years one went to Columbus. After 3 years one went to St. Louis. After 1 year one became a P.D. in a similar market. After 1 year one is going to Chicago. Yes, we have a turnover. But in each case they came from a smaller job, were WMIX trained, and went on to something bigger. We need a fifth announcer. Staff and assist with news. You work in a *strict* professional atmosphere in a big operation in a smaller market. Submit tapes and resume to Raymond J. Cheney, General Manager, WMIX, Mt. Vernon, Illinois.

Technical

Technical Supervisor

Our Chief Engineer is retiring after many years service. We will employ a thoroughly competent, experienced engineer as Technical Supervisor, who must take charge of all engineering problems and assist management in keeping technical facilities in top shape. Only applicants who feel they can meet any engineering emergency in an AM-FM operation need apply. Permanent position in financially sound, well equipped station in a friendly community. Willingness to assume responsibility and intense personal interest in technical operations are as important as ability. Please write Raymond J. Cheney, General Manager, WMIX-AM-FM, Mt. Vernon, Illinois.

Programming-Production, Others

COPYWRITER

Experienced copywriter wanted immediately. Contact Ray Starr, Program Director, Radio Station WJAN, Spartanburg, S. C. Please wire or phone 31400.

Situations Wanted

IS YOUR AM RADIO STATION "SICK"?

I can make it healthy with top sales, top programming, low budget. General Manager with years of successful radio experience wants "challenging position" with a "future."

Box 926C, B•T

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

★ AVAILABLE ★

Top internationally experienced public relations-special events-public service promotions (Radio-TV-Newspaper) man with strong international show business background including radio-TV account executive, MC, entertainer, production experience. Young, single, sober, ex-college student experienced in handling exploitations for top show business personalities and shows. Just closed 1955 season with Clyde Beatty Circus handling press-radio-TV. Prefer large cities in midwest or east, and opportunity wherein I can have my society style dance band. Best of recommendations. If your radio or TV operation justifies you paying top salary contact Warren (Billy) Wilson, c/o Mrs. Frank Flinn, 926 South 28th Street, Birmingham, Alabama.

TELEVISION

Help Wanted

Announcers

SPORTS MAN WANTED:

Top-notch radio and VHF television station seeking outstanding sports personality to do play-by-play in football, basketball, baseball, plus daily radio and television sports show. Send photo, tapes of play-by-play and straight sports, complete outline of background and experience, salary requirements and references. Top opportunity for highly-qualified man.

Write Box 962C, B•T

Production-Programming, Others

$200 A WEEK SALARY PROGRAM DIRECTOR

VHF TV station with top network affiliation in major Eastern market wants Program Director with two or three years experience. Immediate opening.

BOX 991C, B•T

TELEVISION

Situations Wanted

Managerial

RADIO-TV EXECUTIVE

Young aggressive TV general manager with 8 years management and sales background in radio and TV . . . complete knowledge of and experience in station management, sales programming, network and agencies.

Excellent references. Your further inquiry and interview invited.

Box 920C, B•T

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

PROGRAM PRODUCTION MANAGER AVAILABLE

Experienced program production manager would like to relocate with new or growing TV station. Young, aggressive, with best of references. Lots of drive, with know-how and show-how. Your further inquiry and interview is invited.

Box 937C, B•T

FOR SALE

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co
6100 N. E. Columbia Blvd.,
Portland 11 Oregon

FOR SALE

Equipment

FOR SALE

Five-hundred feet of 6⅛" Andrew rigid coaxial line, complete with hangers, connectors, etc. This line has been used for approximately two years and will be dismantled and packaged for shipment by our company. Contact

Sachs Electric Company
5540 West Park Ave.
St. Louis 10, Missouri

WANTED TO BUY

Stations

SELL OR LEASE

Experienced operator to buy AM Station or lease with option to buy. Must be in market of 300,000 or more. Northeastern States only. All replies from principals answered promptly and held in confidence. This is not a broker's ad.

Box 932C, B•T

Equipment

WANTED

FM Broadcast transmitter or power amplifiers, up to 10kw, pre-war FM band 44-50 mc and present FM band 88-108 mc. List tubes and spares.

Box 949C, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

FOR THE RECORD

(Continues from page 106)

fees, etc. Bartell is licensee of **WOKY Milwaukee** and **WAPL Appleton,** both **Wis.** Filed Sept. 21.

KLOK San Jose, Calif.—Seeks assignment of license to Radio KLOK Inc. Corporate change only; no change in control. Filed Sept. 26.

KGDM Stockton, Calif.—Seeks assignment of license to Golden Valley Bcstg. Co. for $162,500. Principals are Pres. **L. E. Chenault** (17.5%), 20% owner **KYNO Fresno, Calif.,** 20% owner of applicant for sale approval of **KONG Visalia, Calif.,** and minority stockholder of **KSTN Stockton,** which interest he will sell should present application be approved; Sec. **Bert Williamson** (17.5%) is 15% owner **KYNO** and is 15% partner in **KONG** transaction; **Amelia Schuler** (17.5%), 65% owner **KYNO,** 65% owner applicant for **KONG;** Vice Pres. **Alan L. Torbet** (18.6%), West Coast manager of Headley-Reed Co., station representatives; Treas. **Richard C. D. Bell** (18.6%), holds 1.33% stock in Columbia Empire Telecasters Inc., unsuccessful applicant for tv station in Portland, Ore., which is appealing case in court, and **Lindsey H. Spight** (10.3%), vice president and Pacific Coast manager of Blair-Tv Inc., tv rep. Filed Sept. 28.

KCOK Tulare, Calif.—Seeks assignment of license to Sheldon Anderson, debtor in possession, as part of bankruptcy proceeding. No change in ownership. Filed Sept. 21.

KRXK Rexburg, Idaho—Seeks transfer of control to Alfred E. Shumate for $64,000. Mr. Shumate is former commercial manager of **KSO Des Moines, Iowa.** Filed Sept. 27.

KSTT Davenport, Iowa—Seeks transfer of control to Quint Cities Bcstg. Co. for $62,800. Principals holding 90% of present application are 25% owners of applicant for new am in Algona, Iowa. Filed Sept. 28.

WTCR Ashland, Ky.—Seeks assignment of license to **WTCR** Inc. Corporate change only; no change in control. Filed Sept. 23.

WMEX Boston, Mass.—Seeks assignment of license to New England Radio Corp. for $25,000 plus assumption of liabilities, the exact amount of which was not stated. Principals are Pres. **Nissie Grossman** (20%), Treas. **Maurice Grossman** (20%), Asst. Treas. **James Lucas** (no stock), Clerk **Jerome E. Rosen** (no stock), **Reuben A. Grossman** (20%), **Charles I. Seigal** (20%), and **Samuel P. Cohen** (20%). All, except Mr. Rosen, are owners or employes of New England lumber concerns. Mr. Rosen is attorney. Filed Sept. 28.

KAVE-AM-TV Carlsbad, N. M.—Seeks assignment of license to Voice of the Caverns Inc. for $150,000. Principals are Pres. **Nancy H. Battison** (76%), no other broadcast holdings; Vice Pres. **Charles D. Cole** (3%), engineer; Sec.-Treas. **Edward P. Talbott** (16%), 5% owner **KOSA Odessa,** and 5% owner **KROD-AM-TV El Paso,** both **Tex.,** and **Philip M. Baker** (5%), radio-tv attorney. Filed Sept. 21.

KGKO Dallas, Tex.—Seeks transfer of control of 25% of stock of licensee corporation from Leonard Coe to W. L. Pickens and H. H. Coffield for $20,000. Mr. Pickens will hold 43.3% and Mr. Coffield 56.7%. Filed Sept. 26.

KCUL Fort Worth, Tex.—Seeks assignment to sole owner James G. Ulmer, corporate change only, who in turn seeks assignment of license to Dalworth Bcstg. Co. for $400,000. Principals are Pres. **Kurt A. Meer** (29.43%), 5% owner **WMIE Miami, Fla.;** Vice Pres. **Harold Young** (1.17%), sec.-dir. (no stock) of Sun Coast Bcstg. Corp., WMIE licensee and pres. Palm Beach Radio Inc., licensee **WWPG-AM-PM Palm Beach, Fla.;** Sec. **M. S. Vines** (1.17%), Sun Coast employe, and Asst. Sec.-Treas. **E. D. Rivers Sr.** (68.23%), 61.5% owner **WMIE** and 97% owner **WWPG-AM-FM.** Mr. Rivers son, daughter, and brother, all holding broadcast interests, are non-stockholding principals in Dalworth. Filed Sept. 28.

KCNY San Marcos, Tex.—Seeks transfer of control (87.53%) to Gonzales Bcstg. Co. for $20,000. Principals are **Lawrence M. Walshak** and **Frank Wilson Jr.,** owners of **KCTI Gonzales, Tex.** Filed Sept. 23.

Hearing Cases . . .

OTHER ACTIONS

Cheboygan, Mich.—FCC designated Midwestern Bcstg. Co. and Straits Bcstg. Co. for consolidated hearing on Nov. 28 applications for new tv station to operate on ch. 4. Announced Sept. 28.

Harry Laurence Hill, Fort Lupton, Colo. and Arline S. Hodgins, Brighton, Colo.—FCC designated for consolidated hearing applications for new ams to operate D on 800 kc; Hill with 500 w and Hodgins with 250 w. Designated Sept. 21; announced Sept. 22.

Houston, Tex.—Sept. 21 FCC denied petition by Houston Consolidated Television Co. (**KTRK-TV** ch. 13) **Houston,** to reopen hearing, shift burden of proof and receive additional evidence in proceeding on application of Gulf Television Co. for mod. of cp for **KGUL-TV** (ch. 11) **Galveston, Tex.** By separate decisions Commission denied petitions of Houston to remand proceeding to examiner to "make conclusions upon the issues in accordance with law" and for extension of time for its presentation at oral argument Sept. 27.

KFAR Fairbanks, Alaska—FCC, on own motion, extended for 60 days ending Dec. 1, outstanding SSA to operate 660 kc, 10 kw unl. pending action on application for such operation on permanent basis. Announced Sept. 28.

Lansing, Charlotte, Mich.—Booth Radio & Television Stations Inc., Lansing, and Eaton County Bcstg. Co., Charlotte, designated for consolidated hearing applications for new am stations to operate D. on 1390 kc; Booth with 500 w and Eaton with 1 kw, DA; made **WSAM Saginaw, Mich.,** party to proceeding. In event of grant of either application, permittee shall be required to complete FCC Form 720 regarding "Critical Obstruction"; in event of grant of Eaton, permittee shall be required to relocate power lines now on its ant. site in order to eliminate any adverse effects on its proposed DA system. Announced Sept. 28.

Mayaguez, P. R.—Commission invites comments by Oct. 21 to rule making proposal by El Mundo Inc. and Ponce de Leon Bcstg. Co. to shift ch. 7 from Ponce to Mayaguez, P. R. Petitioners say this will eliminate necessity for comparative hearing on conflicting applications for ch. 3 in Mayaguez. Commission expects parties filing comments will direct their attention to whether community of Mayaguez is large enough to warrant assignment of and to support operations of three tvs. Announced Sept. 22.

Minneapolis, Minn.-New York—Sept. 21 FCC granted petition of Midwest Radio-Television Inc. (**WCCO**) **Minneapolis,** and amended issues in proceeding on application of City of New York Municipal Bcstg. System for SSA to operate **WNYC New York** additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis to 10 p.m. (EST) on 830 kc, 1 kw.

Murphy, N. C.—Sept. 21 FCC granted, in part, petition of Valley Bcstg. Co., Murphy to add "sufficiency of funds" issue in proceeding involving applications of Valley and Cherokee Bcstg. Co. for new ams (600 kc) in Murphy; denied that portion of Valley's petition requesting Commission review and reversal of examiner's ruling which denied Valley's request that Cherokee be ordered to supply detailed information on budget estimates and studio and office plans.

Pittsburgh, Pa.—Sept. 21 FCC denied petition filed by Telecasting Inc. (ch. 16) Pittsburgh, insofar as it constitutes an economic protest to grant made July 20 to WWSW Inc. for new tv station to operate on ch. 11, Pittsburgh. In later opinion reconsideration and rehearing questions raised by Telecasting petition will be determined.

Portland, Ore.—By order of Sept. 21 FCC granted petition of Westinghouse Bcstg. Co. to substitute new language for third sentence of paragraph five and second sentence of paragraph six of conclusions relative to citizenship qualification of stockholders of Westinghouse parent firm. FCC decision of June 29 granted ch. 8 Portland to North Pacific Television, denied competing applications of Westinghouse and Portland Television Inc. and dismissed with prejudice Cascade Television Co.

Wichita Falls, Abilene, Tex.—Sept. 21 FCC (1) granted petition of Texoma Bcstg. Co. (**KTRN**) **Wichita Falls** and accepted late opposition to petition by Bill Mathis to remove from hearing and grant latter's application for new am to operate on 1280 kc, 1 kw D in Abilene; (2) denied Mathis' petitions, and (3) dismissed as moot petition of Texoma to schedule Mathis' application for hearing.

Wolf Point, Mont.—Hi-Line Bcstg. Co. and The Wolf Point Bcstg. Co. designated by FCC for consolidated hearing re applications for new am to operate on 1490 kc, 250 w unl.; made **KGCX Sidney, Mont.,** party to proceeding. Designated Sept. 21; announced Sept. 22.

Zone 1 Tv Rules—FCC further extended from Oct. 1 to Nov. 1 effective date of amendment of Sec. 3.614 (b) relating to ant. heights and power requirements for vhf tv stations in Zone 1. This was done to provide additional time to consider recent filings in connection with this proceeding. Announced Sept. 28.

Routine Roundup . . .

September 23 Applications

ACCEPTED FOR FILING

Renewal of License

WJBC Bloomington, Ill.; WKRO Cairo, Ill.; WCAZ Carthage, Ill.; WGN Chicago, Ill.; WHOW Clinton, Ill.; WNMP Evanston, Ill.; WSIV Pekin, Ill.; WIRL Peoria, Ill.; WEEK Peoria, Ill.; WRRR Rockford, Ill.; WTAX Springfield, Ill.; WATW Ashland, Wis.; WPEP Park Falls, Wis.; WEAU-TV Eau Claire, Wis.; WBBM-TV Chicago, Ill.

Renewal of License Returned

WLBH Mattoon, Ill. (not signed); **WCMY Ottawa, Ill.** (not signed).

Modification of Cp

KRBB El Dorado, Ark.—Seeks mod. of cp for extension of completion date to 12-24-55.

WOOK-TV Washington, D. C.—Seeks mod. of cp for extension of completion date to 5-1-56.

September 26 Decisions

ACTIONS ON MOTIONS

By Comr. Richard A. Mack

Broadcast Bureau—Granted petition for extension of time to Sept. 28 to file exceptions to initial decision in ch. 9 proceeding, Charlotte, N. C. Action 9/22.

Ky-Va Bcstg. Corp. (WKYV) Harlan, Ky.—Granted petition for extension of time to Sept. 26, to file opposition to "Petition to Enlarge Issues" filed by Blanfox Radio Co. on Sept. 12, 1955, in am proceeding. Action 9/21.

Dept. of Defense—Granted petition for extension of time to Sept. 27, to file brief in support of exceptions to initial decision in ch. 5 pro-

ceeding, Streets Electronics Inc., Enid, Okla. (KGEO-TV). Action 9/20.

By Hearing Examiner Herbert Sharfman

WNIA Cheektowaga, N. Y.—Granted petition for continuance of hearing from Sept. 26 to Nov. 7 re am application for mod. of permit to extend completion date. Action 9/23.

By Hearing Examiner H. Gifford Irion

Greater Erie Bcstg. Co., Buffalo, N. Y.—Granted petition for extension of time from Oct. 3 to Oct. 17 to file proposed findings and from Oct. 17 to Oct. 31 to file replies in ch. 7 proceeding, Buffalo, N. Y. Action 9/22.

Upon oral request from counsel for the Dept. of Defense, continued further hearing re application of Deep South Bcstg. Co. (**WSLA**) Selma, Ala., for tv ch. 8, from Sept. 26 to 29 at 10 a.m.

By Hearing Examiner Basil P. Cooper

Ordered hearing conference re am applications of Robert E. Bollinger, Mercury Bcstg. Co. (**KLIQ**) and Capstaff Bcstg Co., Oregon Ltd., all **Portland Ore.**, be continued until 14 days after Commission has acted upon petition of Bollinger to dismiss **KLIQ** application and petition of **KLIQ** to accept late appearance. Action 9/22.

By Comr. Richard A. Mack

Granted joint petition of applicants in ch. 11 proceeding, St. Louis, Mo., for extension of time to Oct. 24 to file exceptions to initial decision and to Nov. 21 to file replies to exceptions and granted permission to file briefs in support of exceptions and replies to exceptions not to exceed 80 pages in length. Action 9/16.

September 26 Applications

ACCEPTED FOR FILING

License to Cover Cp

KCOB Newton, Iowa.—Seeks license to cover cp which authorized new am station.

WKDL Clarksdale, Miss.—Seeks license to cover cp which authorized new am station and specify studio location.

WEVA Emporia, Va.—Seeks license to cover cp which authorized change frequency, increase power, change hours of operation and make changes in ant. and ground system.

WFBM-TV Indianapolis, Ind.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

Modification of Cp

KTIX Seattle, Wash.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

KFMB-TV San Diego, Calif.—Seeks mod. of cp for extension of completion date to 5-12-56.

WLEX-TV Lexington, Ky.—Seeks mod. of cp for extension of completion date to 3-25-56.

WAAB-TV Worcester, Mass.—Seeks mod. of cp for extension of completion date to 4-12-56.

KTVE (TV) Longview, Tex.—Seeks mod. of cp to extend completion date.

WQED (TV) Pittsburgh, Pa.—Seeks mod. of cp for extension of completion date to 1-13-56.

Renewal of License

WKAI Macomb, Ill.; WMIX Mt. Vernon, Ill.; WTAD Quincy, Ill.; WIZZ Streator, Ill.; WKID Urbana, Ill.; WHBY Appleton, Wis.; WAPL Appleton, Wis.; WBIZ Eau Claire, Wis.; KFIZ Fond du Lac, Wis.; WJPG Green Bay, Wis.; WNME Menomonie, Wis.; WEKZ Monroe, Wis.; WHBL Sheboygan, Wis.; WTRW Two Rivers, Wis.; WTTN Watertown, Wis.; WBBM-FM Chicago, Ill.; WEBQ-FM Harrisburg, Ill.; WLDS-FM Jacksonville, Ill.; WVLN-FM Olney, Ill.; WROK-FM Rockford, Ill.; WTAX-FM Springfield, Ill.; WEAU-FM Eau Claire, Wis.; WISC-FM Madison, Wis.; WHBL-FM Sheboygan, Wis.; WILL-FM Urbana, Ill.

Remote Control

WJLB Detroit, Mich.

September 27 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Sept. 23

KRNT Des Moines, Iowa—Granted authority to operate trans. by remote control while using non-DA.

WKAR East Lansing, Mich.—Granted permission to transmit all Michigan State College football games to **CKLW Windsor, Canada**, beginning Sept. 24 and ending Nov. 20.

KRDG Redding, Calif.—Granted cp to replace expired cp which authorized new am to operate on 1230 kc, 250 w, unl.

WMUZ (FM) Detroit, Mich.—Granted mod. of cp to change ERP to 20 kw; ant. to 200 ft., change in trans. location.

KCMS Manitou Springs, Colo.—Granted cp to change trans. location; ERP to 890; ant. to minus 780 ft. and authority to operate by remote control.

Following were granted extensions of completion dates as shown: **KTVE (TV) Longview, Tex.**, to 3-22-56; **WLEX-TV Lexington, Ky.**, to 3-25-56; **KDUB-TV Lubbock, Tex.**, to 4-20-56; **KGEO-TV Enid, Okla.**, to 4-13-56; **WXEX-TV Petersburg, Va.**, to 4-6-56.

Actions of Sept. 22

Following were granted authority to operate trans. by remote control: **WCBR Memphis, Tenn.**; **WAVZ New Haven, Conn.**

Following were granted extensions of completion dates as shown: **WGEM-TV Quincy, Ill.**, to 3-24-56; **KFDM-TV Beaumont, Tex.**, to 3-27-56.

Actions of Sept. 21

WTIX New Orleans, La.—Granted license for change in trans. location and changes in ant. system.

Following were granted extensions of completion dates as shown: **WOPT (TV) Chicago, Ill.**, to 1-16-56; **WKOK-TV Sunbury, Pa.**, to 1-16-56; **WJDM (TV) Panama City, Fla.**, to 3-21-56.

KWRW El Dorado, Ark.—Granted authority to operate trans. by remote control from 201 East Oklahoma St., Hotel Ione, Guthrie, Okla.

Actions of Sept. 20

WSFB Quitman, Ga.—Granted mod. of cp for change in ant.-trans. location, specify studio location and authority to operate trans. by remote control.

Following were granted extensions of completion dates as shown: **KLIF-TV Dallas, Tex.**, to 1-16-56; **KTRE-TV Lufkin, Tex.**, to 4-18-56; **WMGT North Adams, Mass.**, to 4-15-56.

Actions of Sept. 19

WTVS (TV) (Ed.) Detroit, Mich.—Granted STA to operate on ch. 56 for period ending Nov. 30.

KTVO (TV) Kirksville, Mo.—Granted STA to operate commercially on ch. 3 for period ending Feb. 1, 1956.

KRWC Forest Grove, Ore.—Granted license covering increase in power.

WORA-TV Mayaguez, P. R.—Granted extension of completion date to 3-27-56.

September 27 Applications

ACCEPTED FOR FILING

Remote Control

KRNT Des Moines, Iowa.

Renewal of License

WJJD Chicago, Ill.; WMAQ Chicago; WHFC Cicero, Ill.; WDAN Danville, Ill.; WFIW Fairfield, Ill.; WLDS Jacksonville, Ill.; WMBD Peoria, Ill.; WILL Urbana, Ill.; WAVI Dayton, Ohio; WDOR Sturgeon Bay, Wis.

License to Cover Cp Returned

KMIL Cameron, Tex.—Application for license to cover cp which authorized new am station returned (not notarized).

Modification of Cp

KCMO-TV Kansas City, Mo.—Seeks mod. of cp to extend completion date to 3-1-56.

September 28 Decisions

BROADCAST ACTIONS

Commission en banc, by Comrs. McConnaughey (Chairman), Hyde, Bartley and Doerfer, took following actions Sept. 28:

Stations granted renewal of license on regular basis: **WKRC Cincinnati, Ohio; WDBC Escanaba, Mich.; WFRO Fremont, Ohio; WHIZ Zanesville, Ohio; WHKK Akron, Ohio; WJBK-AM-FM Detroit, Mich.; WJLB Detroit, Mich.; WPAG Ann Arbor, Mich.; WAND Canton, Ohio; WBRI-FM Detroit, Mich.; WBRT Bardstown, Ky.; WPGW Portland, Ind.; WEOA Evansville, Ind.; WTCR (formerly WWKO) Ashland, Ky.; WSRS-AM-FM Cleveland Heights, Ohio, and WPAY-AM-FM Portsmouth, Ohio**

ACTIONS ON MOTIONS

By Hearing Examiner J. D. Bond

Mountain City Television Inc., Chattanooga, Tenn.—Denied petition of Sept. 13 for corrections in various respects to transcript of hearing in ch. 3 proceeding and granted supplemental petition of Sept. 15 for incorporation of various changes in transcript. Action 9/27.

Palomar Bcstg. Co., Escondido, Calif.—Granted motion for continuance of prehearing conference from Oct. 4 to 10 a.m. Nov. 15 and that hearing scheduled for Oct. 17 be continued to date to be fixed by subsequent order in proceeding re am applications. Action 9/27.

By Hearing Examiner Hugh B. Hutchison

WGNS Murfreesboro, Tenn.—Granted petition for continuance of hearing now scheduled for Sept. 27 in matter of order to show cause why license of WGNS should not be revoked; hearing continued without date. Action 9/23.

By Hearing Examiner Basil P. Cooper

Scheduled prehearing conference re am applications of Northern Indiana Broadcasters Inc., South Bend, Ind. and St. Joseph Valley Bcstg. Corp. **(WJVA), Mishawaka, Ind.** on Sept. 30. Action 9/23.

Issued Order for the Conduct of Hearing setting forth agreements by parties in proceeding re application of American Southern Broadcasters **(WPWR), Laurel, Miss.**, for cp for am station all exhibits to be introduced by parties in support of those issues from which he has burden of proof will be exchanged on or before Oct. 10 and further hearing will be held on Oct. 25 at 10 a.m. Action 9/23.

By Hearing Examiner Herbert Sharfman

WQXR New York, N. Y.—Granted motion for extension of time from Sept. 28 to Oct. 5 to file proposed findings of fact and conclusions re am application of E. Weaks-McKinney Smith, Paducah, Ky. Action 9/23.

By Hearing Examiner Annie Neal Huntting

Atlantic City Bcstg. Co., Atlantic City, N. J.—Dismissed as moot motion for extension of time and for late acceptance of engineering testimony, if necessary, re am applications of Mercer Bcstg. Co., Trenton, N. J. and Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury, Levittown-Fairless Hills, Pa. Action 9/23.

Upon informal agreement of parties in ch. 10 proceeding, Parma-Onondaga, Mich. ordered hearing be resumed on Sept. 29 at 10 a.m. Action 9/26.

By Hearing Examiner H. Gifford Irion

By Statement and Order Governing Hearing re am applications of Taylor Bcstg. Co., Colorado Springs, Colo. and Garden of the Gods Bcstg. Co., Manitou Springs, Colo. ordered that conference would not be held in Manitou Springs and that formal hearing conference will be held 10 a.m., Washington, D. C., Oct. 11; unless otherwise ordered by Examiner, hearing will proceed immediately following conference. Action 9/23.

September 28 Applications

ACCEPTED FOR FILING

Renewal of License

WSBC Chicago; WEDC Chicago; WBBM Chicago; WAIT Chicago; WRMN Elgin, Ill.; WGIL Galesburg, Ill.; WKAN Kankakee, Ill.; WPRC Lincoln, Ill.; WPRS Paris, Ill.; WPEO Peoria, Ill.; WROK Rockford, Ill.; WATK Antigo, Wis.; WBEV Beaver Dam, Wis.; WLDY Flambeau Township, Wis.; WPLY Plymouth, Wis.; WIBU Poynette, Wis.; WRDB Reedsburg, Wis.; WTCH Shawano, Wis.; WDSM Superior, Wis.; WAUX Waukesha, Wis.; WROY-FM Carmi, Ill.; WDWS-FM Champaign, Ill.; WEFM (FM) Chicago; WMIX-FM Mt. Vernon, Ill.; WWCF (FM) Greenfield Township, Ill.; WJMC-FM Rice Lake, Wis.; WBBF-FM Rock Island, Ill.; WLIN Wausau, Wis.; WBKB (TV) Chicago.

Modification of Cp

WJKO East Longmeadow, Mass.—Seeks mod. of cp (which authorized change ant.-trans. and studio location: change station location and change from DA-D to non-DA) for extension of completion date.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
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Please send to home address — —

editorials

Anglo-American Broadcasting

(The editorial below was written in London by Sol Taishoff, B•T editor and publisher, who covered the opening of British commercial television.)

THE American Plan of Broadcasting is now Anglo-American. Londoners have accepted commercial television almost without reservation. The British—except perhaps for BBC officialdom—liked what they saw in the way of commercials during and after opening night of "Independent Television" on Sept. 22.

To us, the "non-sponsorship" plan seemed primitive. Jamming of three or four tandem commercials at so-called "natural breaks," without regard to the character or context of the programs, wouldn't work here. But the British didn't object. They like the programs —mainly American products. And they like the competition between non-commercial BBC and the commercial ITA. They regarded the commercials as "well-mannered" and "reserved"; like "a salesman at the side door." Techniques will improve with experience. Advertising men predict there will be the logical transition to U. S. methods of program sponsorship.

What about the BBC, which for nearly 30 years has been a state monopoly in radio—and latterly tv? BBC is watching the ITA operation closely, obviously hoping that it fails. But BBC also recognizes that the popular programs, which achieved success in America, will win over a substantial portion of its audience. BBC's obvious hope is that advertisers will feel that they're not getting their money's worth at £1,000 ($2,800) per minute in Class A time.

But, if it takes hold, BBC can be expected to have a commercial blueprint of its own. BBC, in fact, is commercial. It publishes the fabulously successful *Radio Times* along with other publications. These accept advertising, and are sold for a subscription fee. With 9 million circulation in a country of 45 million, *Radio Times* now brings in £2 million or $5,700,000 in gross income.

It isn't much of a leap from publication advertising to broadcast advertising. The BBC publications now are "advertised" over both radio and tv. The BBC charter, renewable every ten years by Parliament, has about seven years to run. ITA's auspicious start and initial acceptance are certain to make it (and the BBC) a live topic in Parliament from now on.

So, as we see it, the introduction of "independent television" in England not only has broken the BBC non-commercial monopoly, but also is destined to bring full-scale commercial competition. The British do not do things in a hurry. It may take a few years, but it's our guess that both radio and television in England and almost everywhere else in the democratic world will become as American as the hot dog.

The Lip's New Job

IN SIGNING Leo Durocher last week, NBC added to its executive roster a man of many talents, some of which have not been greatly criticized. Among other accomplishments, Mr. Durocher once went all the way from Brooklyn to the Polo Grounds. This is a feat not fully understandable from a casual study of New York City geography. But any baseball fan will tell you that the distance has not yet been measured which is greater than the vast, almost impenetrable reaches that separate those two points. As a man who made the trip and lived to tell it, Mr. Durocher should have no trouble negotiating whatever distances and differences lie between management of a baseball club and an executive post with a network.

Without knowing exactly what it means, we rely on NBC's explanation that Mr. Durocher will deal in talent relations primarily, also appearing as commentator and/or guest on some programs and occasionally representing the network at public engagements. If this latter means he will be a "goodwill ambassador," let his baseball colleagues who know him best make the most of it. We also discard summarily the gag that "Leo the Lip" will "be in charge of sound" for NBC.

Whatever his NBC functions, his reputation in baseball has been that of a man who would dust off his grandmother if it meant winning a game. If this characteristic carries over into his network activities, a word of caution would seem appropriate for other networks who may from time to time have occasion to come to bat against him.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Big Hollywood star on This Is Your Life *tonight . . . Those are his ex-wives!"*

Good Riddance

HAVING had a run-in with his dictatorship in its early days, we cannot suppress a feeling of personal satisfaction that Juan Peron is no longer boss of Argentina.

In July 1948, a dispatch from a special B•T correspondent was intercepted and printed—with inflammatory editorials—by the Peron-controlled press. The dispatch was reporting a Buenos Aires meeting of the Inter-American Broadcasting Assn. at which representatives of several Latin countries unsuccessfully tried to force through a resolution opposing censorship of radio in Argentina.

The Peronista press accused the IABA and B•T of being the tools of "Yankee Imperialism," a phrase that has since become threadbare with use, and denied there was any censorship of press and radio.

To Mr. Peron we wish obscure sanctuary. To the new government of Argentina we suggest that it begin its tenure with a policy of freedom of the air. If it attempts to censor news on the air and in the press, its victory in the streets will be another defeat for the Argentine public.

History Lesson

NETWORKS and their clients have short memories. Else there would not be such a to-do over the *$64,000 Question*.

It is possible to conclude, from a study of the hysterical maneuvering that has gone on among television networks and some of their accounts, that the fate of the entire television business depends upon this single show, that no other network can survive if CBS-TV keeps possession of *Question*.

Pause for a moment, despondent gentlemen, to consider history. In 1939 Tums put a thing called *Pot 'o Gold* on NBC Radio. It was a giveaway which awarded $1,000 cash to people who answered questions put to them by telephone after their numbers had been selected by chance. Rival network programs had practically no audience at the peak of *Pot 'o Gold's* popularity. Movie theatres complained they were losing $1 million each night the program was broadcast.

Pot o' Gold had a comparatively brief life. Its popularity faded rapidly after a few months, and the show disappeared. Radio didn't.

Television won't disappear either, no matter what happens to *$64,000 Question*—not unless network executives let it go by default while they concentrate their energies on trying to grab or imitate that show.

after only one year of operation

KWK*tv*

IS

FIRST

IN OVERALL AUDIENCE IN ST. LOUIS

Pulse

July 1955

	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-*tv*	62	56	56	62	46
STATION "B"	38	42	41	36	38

ARB

July 1955

	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-*tv*	60.4	43.9	65.5	73.9	51.2
STATION "B"	39.7	55.9	34.2	25.8	43.1

CBS

KWK-*tv* ST. LOUIS

represented nationally by THE KATZ AGENCY, INC.